



PMEP COMMUNICATIONS PLAN 2019-2020

Introduction

The Pacific Marine and Estuarine Fish Habitat Partnership (PMEP) is one of 20 fish habitat partnerships in the United States formed to conserve and restore healthy native fish populations. PMEP's focus is on providing science, data, and funding to conserve and restore nearshore and estuarine fish habitats in California, Oregon, and Washington.

The PMEP adopted a five-year Strategic Plan for 2018-2022 which identifies five overarching goals. This Communications Plan identifies communications strategies and actions to achieve the goals and objectives of the [PMEP Strategic Plan](#). It will be updated every two years.

Goals, Target Audiences, Messages, and Strategies

Goals

The following communications goals were identified:

Goal 1: Increase the use of PMEP products, tools and assessments to improve conservation and restoration along the West Coast.

Goal 2: Build diverse partnerships and membership on PMEP steering and other committees.

Goal 3: Improve the quality and quantity of proposals received for PMEP funding.

Target Audiences

The audiences to be targeted to achieve these goals are:

- Restoration and conservation practitioners and planners,
- Researchers, and
- Natural Resource agency personnel.

Messages

PMEP annually provides funding for on-the-ground restoration projects that achieve measurable restoration and conservation of fish habitat along the west coast. PMEPE funding is not salmonid focused and encourages projects that have benefit to multiple non-salmonid species as well as salmonids.

PMEP's geographic scope encompasses coastal draining watersheds along the U.S. West Coast, extending into the marine waters offshore to a depth of 200 meters.

With its partners, PMEPE identifies key information gaps in the ability to protect and restore west coast fish habitat and strives to fill them. PMEPE synthesizes the best available information including compiling datasets that enhance our understanding of this habitat.

PMEPE has gathered and synthesized existing estuary fish use and habitat conditions, eelgrass information, and tidal restoration data into online tools to allow for comparisons across the region. These datasets provide information that managers can use to make informed decisions.

PMEPE identifies key gaps in the knowledge of west coast fish habitat and seeks to fill those gaps collaboratively through support for partner projects and independent research, and assessments.

PMEPE works in a complementary and collaborative fashion with its many existing partners to advance region-wide priorities through federal, state, and local-level actions.

PMEPE partnerships benefit all partners by informing regional priorities, consolidating resources, and focusing on strategic priorities to improve restoration and conservation of estuary, marine and nearshore fish habitats along the west coast.

Strategies

The PMEPE Communications goals can be achieved by employing five strategies:

Conduct outreach at meetings and events

This strategy builds on the current high engagement levels of its partners at national and regional conferences and meetings where members of PMEPE identified target audiences congregate. For these events, the effectiveness of the communication increases if PMEPE is featured directly on the agenda or in a session.

Support active, effective committee engagement in PMEPE activities

PMEPE committees are the means of achieving collaborative decision-making and eliciting expert advice on PMEPE products and actions. PMEPE must ensure that each committee and working group has the support necessary to be effective.

Utilize partner communications networks

PMEP enjoys active involvement from over twenty organizations active in restoration and conservation along the west coast. Each of these organizations has its own communications methods and tools, including electronic newsletters, social media accounts, and blogs. PMEP can capitalize on opportunities to promote PMEP through these partner networks.

Improve effectiveness of the PMEP electronic communications

Electronic distribution of a regular PMEP newsletter will increase PMEP's visibility. The newsletter should be linked to the website to drive readers to the website. Updates to data users through electronic notifications should be streamlined. Analytics of how many subscribers open the newsletter and what articles they read will be compiled regularly to assess the newsletter's reach.

Improve effectiveness of the PMEP website

The website is currently accessible on multiple platforms and the organization is adequate. The website is the portal to all PMEP's tools and assessments and should be promoted widely. The website will be updated with news and fresh content as often as possible. Website Analytics will be monitored to assess overall website effectiveness.

Materials

To implement the actions and achieve the objectives outlined in Table 1, the following materials are needed:

- Easily printable fact sheet outlining PMEP data tools and assessment reports (all target audiences)
- Easily printable fact sheet promoting PMEP project funding (restoration and conservation practitioners)
- Brochure explaining PMEP (all target audiences)
- Easily printable fact sheet explaining PMEP (prospective PMEP partners)
- PowerPoint slides and templates (for PMEP Partners' use)
- Conference style poster highlighting PMEP's tools, assessments, project funding, processes (target audiences at conferences)

PMEP Communications Plan Strategies, Objectives and Actions

Table 1.0 PMEPE Communications Plan

Strategy	Objective	Tactic (Action)	Responsible party
Conduct outreach at meetings and events	Annually promote PMEPE at 7 events and meetings	<ul style="list-style-type: none"> • Maintain outreach calendar • Regularly recruit PMEPE partners to distribute PMEPE materials at events • Provide presentation language to PMEPE partners • Provide fact sheet on benefits of PMEPE membership to partners for events 	PMEPE Partners, coordinator and PSMFC staff
	Annually give presentations promoting PMEPE products at 3 events		
Support active, effective committee engagement in PMEPE activities	By 12/31/19 add two new Steering Committee members from California and two new Steering Committee members from tribes	<ul style="list-style-type: none"> • Hold regular meetings of the PMEPE Steering, Science & Data, Governance, and Communications committees • Invite California and tribal representatives to the Steering Committee • Recruit 3 additional PMEPE partners to appropriate committee • Hold annual in-person meetings • Regularly review progress on annual work plan and strategic plan • Annually develop work plans to implement Strategic Plan • By 8/31/19 review evaluation criteria and update to match strategic plan priorities • By 8/31/19 update RFP to reflect criteria • Annually develop RFP review process • Execute RFP review process 	PMEPE Partners, coordinator and PSMFC staff
	By 12/31/20 Add five new PMEPE partners		
	20 PMEPE partners will attend the in-person annual meetings		
	Engage PMEPE Partners in updating the PMEPE funding RFP by September each year		
	Engage 6 PMEPE partners in proposal reviews annually		

Utilize partner communications networks	Annually promote PMEP products through five partner avenues	<ul style="list-style-type: none"> Engage regularly with NFHP and AFWA Contribute to NFHP and AFWA communications/ newsletters Engage with other partner electronic communications (NOAA Digital Coast, OpenChannels, etc.) 	PMEP Partners, coordinator and PSMFC staff
	Distribute RFP through partner networks		
Improve effectiveness of the PMEP electronic communications	Quarterly distribute newsletter to 200 people and achieve at least a 20% open rate	<ul style="list-style-type: none"> Build subscriptions through signup sheets at events Publish newsletter or e-blast quarterly Send updates to data users when data tools are updated 	PMEP coordinator and PSMFC staff
	Annually distribute RFP to email subscribers	<ul style="list-style-type: none"> Share newsletters and e-blasts with contacts 	PMEP Partners
Improve effectiveness of the PMEP website	Reduce the visitor bounce rate, improve reader engagement	<ul style="list-style-type: none"> Add new projects to website regularly Feature news blog at least monthly Feature new PMEP partners on the website Maintain committee portal at least monthly Include RFP prominently on the website Add new projects to website regularly Promote funded projects quarterly in News section of the website 	PMEP coordinator