

Goal 1: Protect, Restore, and Enhance Fish Habitat in California, Oregon, and Washington Estuaries with an Emphasis on Juvenile Rearing Areas				
Objective A: By 2020, complete the assessment of restored estuarine areas along the US West Coast and include those restored areas as data layers in PMEP spatial data system (SDS) for practitioners.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Increase the success of tidal swamp restoration (e.g. assure connectivity along the ecotone slope) by gathering information about restoration projects, methodologies, and lessons learned in a report.	December 2022	Operational	PSMFC; PMEP Science & Data committee	
Objective B: Now through 2022, collaborate with partners to understand climate change impacts and evaluate current and future estuarine contributions to mitigate sea level rise, sequester carbon, and alleviate ocean acidification through the assessment, conservation, enhancement, and restoration of estuarine habitats.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Move forward on estuary restoration sustainability prospectus (find funding, etc.).	December 2022	Needed	PMEP Coordinator; Science & Data Committee;	
Promote the use of PMEP data tools through the lens of climate/ocean change and as baselines against which to assess response and adaptation.	December 2022	Operational	Communications Committee; Science & Data Committee	
Collaborate with NWI leadership to incorporate attributes of PMEP data layers into NWI mapping.	December 2022	Operational	Science & Data Committee;	

Objective C: On an ongoing basis, refine PMEP USA West Coast Estuary mapping products by incorporating new and existing spatial data layers, as appropriate.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Develop a prospectus to refine the historical estuary extent in certain estuaries by including filled lands, using available historical estuary mapping.	March 2022	Needed	Science and Data Committee; Laura Brophy lead; Brett Holycross	
Regularly review status of PMEP core data layers, including identifying needed updates.	Dec 2022	Operational	Science and Data Committee	
Objective D: For grant years 2019 (FY20) and 2020 (FY21), target FHP grant funds towards understanding and restoring nursery habitats for PMEP focal species within smaller estuarine systems.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
				Completed
Goal 2: Protect, Restore, and Enhance Fish Habitat in the Nearshore Pacific Ocean				
Objective A: By 2022, complete a nearshore fish habitat assessment with assistance from outside partners.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Integrate spatial data on nearshore habitats within the zones defined and incorporate this information into PMEP's spatial data framework.	August 2022	In-hand	Nearshore Working Group, Science & Data Committee	
Compile a report on the State of The Knowledge on U.S. West Coast Nearshore Fish Habitats, with assistance from experts in the field, based on current literature and data compiled by PMEP.	August 2022	In-hand	Nearshore Working Group, Science & Data Committee;	
Develop dissemination plan (campaign) for nearshore SOK report and database	August 2022	Operational	Coordinator, Communications Committee	
Publish finished and formatted report and spatial data.	August (AFS mtg) 2022		Nearshore Working Group, Science & Data Committee	

Objective B: Utilize information from the state of knowledge report (and other sources) to provide expert advice and seek opportunities to conserve, protect, restore, and enhance fish habitat in nearshore areas. To be completed after the SOK Report is completed.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Develop or enhance Online tool for the spatial dataset and educate users about the tool (similar to estuary explorer tool).	December 2022	Needed	PSMFC, Communications Committee	
Convene a group to review SOK report and define and prioritize next steps and actions.	December 2022	TBD	Science & Data Committee Nearshore Working group	
Goal 3: Increase Connectivity Between Habitats within PMEP's Geographic Scope				
Objective A: By 2020, in collaboration with the California Fish Passage Forum and the Pacific Lamprey Fish Habitat Partnership, produce an assessment of water crossing structures that impede tidal connectivity in PMEP's study area to be included in PMEP's spatial data framework.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
				Completed
Objective B: In 2020, hold a summit with West Coast restoration experts on Tidal Restrictions and Habitat Connectivity in order to share technical information compiled by PMEP and its partners, identify continuing gaps in knowledge, enhance peer-to-peer learning on the topic, and report on results.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
				Completed
Objective C: For grant years 2021 (FY22) and 2022 (FY23), target FHP grant funds towards projects that improve connectivity and restore tidal influence. Target projects that use best approaches identified during the summit.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Review & revise criteria for FY24 funded projects.	Fall 2022	Operational	Steering Committee; RFP subcommittee	
Revise FY24 RFP	Winter 2022	Operational	Steering Committee; RFP subcommittee	
Objective D: By 2022 Utilize information from the Barriers to Tidal Connectivity Project (Objective A and B) (and other sources) to pursue next steps to increase connectivity between habitats.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Develop a prospectus for a project to understand spatial extent of barriers impacts		Needed	Inter-FHP Working group & Science & Data Committee	

e.g., Identify areas that are disconnected due to tidal barriers (by habitat type).				
Develop a proposal/prospectus to standardize west coast wide spatial data on species distribution - especially for species impacted by barriers to tidal connectivity (stream and estuary level mapping) including of lamprey.		Needed	Inter-FHP Working group & Science & Data Committee	
Maintain a central hubsite of information and a network of interested parties for tidal connectivity work.		Needed	Inter-FHP Working group; & Science & Data Committee; Data Steward	
Identify next steps from final products of the BTC project.	December	Operational	Inter-FHP Working group; & Science & Data Committee; Data Steward	
Goal 4: Ensure the Continuation of PMEP and its Work				
Objective A: Continue to recruit new members for the PMEP Steering Committee in order to maintain a balance of expertise and geographic representation.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Outreach to new potential members identified by Governance Committee or Steering Committee	December 2022	Operational	Governance Committee	
Objective B: During the next five years, add two to three new members with a focus on increasing California (especially Southern California) and native sovereign nation representation.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Recruit 1 new tribal representative (in context of Objective A, first action).	Ongoing	Operational	Governance Committee	
Objective C: Ensure that volunteer contributions to PMEP are adequately acknowledged on an annual basis.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Send a letter of thanks (include information on products, etc.) to partner agencies for volunteer contributions to PMEP.	April 2022	Operational	PMEP Coordinator	

Objective D: On an ongoing basis, build a more active network of partner organizations that support PMEP work and advertise PMEP products within their own networks.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Outreach to desired partners.	Ongoing	Operational	PMEP members	
20 PMEP partners will attend the in-person annual meetings.	Dec 2021	Operational	PMEP Partners	
Include new partners in meeting agendas	Ongoing	Operational	Coordinator	
Objective E: Prioritize funding staff (or equivalent in-kind contribution from a member) each year from 2018-2022.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Ensure core staff includes a PMEP coordinator and data steward.	Ongoing	N/A	PSMFC	
Objective F: Prioritize funding for an annual in-person meeting or workshop of members and partners to sustain engagement and build awareness of PMEP in each ecoregion.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Ensure funding for annual meeting.	Ongoing	Operational	PSMFC	
Objective G: Secure funding for PMEP initiatives from new funding sources, including public and private funding.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Secure one new funder for PMEP work in 2022.	Dec 2022	Operational	Steering Committee	
Develop 2 more project prospectuses to facilitate developing funder relationships, outreach to potential members, etc.	Dec 2022	Operational	All committees	
Objective H: Maintain connection with FHP Science and Data Committee to ensure synergy with PMEP assessment work. Annually, coordinate with NOAA on possible partnerships.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Maintain membership on NFHP Science & Data Committee.	Ongoing	Operational	Kate Sherman	
Maintain communication with NOAA-PMEP members about coordination.	Ongoing	Operational	Relevant committee members	

Objective I: Maximize funding for on-the-ground conservation and restoration projects through the established FHP grant opportunity. Each year, work towards achieving a Score of 3 from FWS during the annual FHP evaluation process.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Maintain Score of 3, informed by annual report feedback or meet new criteria provided by NFHP during the ACE Act transition.	Ongoing	Operational	Steering Committee	
Objective J: Integrate Diversity, Equity, and Inclusion (DEI) considerations into PMEP's work				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Convene a working group to articulate a path forward for PMEP to act on and support DEI as aligned to our mission	February 2022	Operational	DEI Working group, Steering Committee	
Identify actions to integrate DEI into PMEP's work	Ongoing	Operational	DEI Working group, Steering Committee	
Consider DEI as the Strategic Plan is updated	December 2022	Operational	All committees	
Goal 5: Increase Awareness of PMEP and its Products Across the West Coast and Nationally				
Objective A: Increase the awareness of PMEP products, tools, and assessments through direct outreach				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Develop ready-made content that members and partners can use to advertise these products through their existing outreach platforms (newsletters, conferences, social media, etc.).	December 2022	Operational	Coordinator; Communications Committee	
Develop display materials for events (mobile display/booth materials for conferences, etc. including shade displays, table-top displays, video players, etc.).	Dec 2022	AFWA	Coordinator; Communications Committee	
Encourage members and partners to promote and distribute information about PMEP's activities within their networks.	Ongoing	N/A	PMEP Partners	
Maintain an outreach calendar with opportunities for outreach to promote	Ongoing	Operational	Coordinator	

PMEP and its products regionally and nationally.				
Annually give presentations promoting PMEP products at 3 events.	Dec 2022	Operational; AFWA	PMEP Partners	
Annually promote PMEP products at 5 events.	Dec 2022	Operational	PMEP Partners	
Objective B: Increase the awareness of PMEP products, tools, and assessments through partner communications				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Annually promote PMEP products through five partner avenues (newsletters, blogs, social media, etc.)	Dec 2022	Operational	Coordinator; PMEP Partners	
Execute data tools trainings through partner networks or events	Dec 2022	Operational	Coordinator; Data Steward	
Objective C: Increase the use and value of PMEP's communications.				
Strategy/Action:	Timeline	Funding	Committee lead & support	
Quarterly distribute newsletter to 400 people and achieve at least a 20% open rate.	March, July, Sept, Dec 2022	Operational	Coordinator	
Reduce the website visitor bounce rate, improve reader engagement.	Dec 2022	Operational	Coordinator	
Maintain an updated Committee portal on the PMEP website	Dec 2022	Operational	Coordinator	
Promote PMEP products and tools through social media	Dec 2022	Operational	Coordinator	
Objective D: Improve user experience of PMEP data tools				
Strategy/Action:	Timeline	Funding	Committee lead & support	
Develop 'How-To' videos for tools and post on website	December 2022		Data Steward; PMEP Coordinator	
Develop survey of tool users to assess how well they are meeting the needs of the users	December 2022		Data Steward; PMEP Coordinator	

Objective E: Improve the quality and quantity of proposals received for PMEP funding.				
Strategy/Action:	Timeline	Funding	Committee lead & support	
Engage PMEP Partners in updating the PMEP funding RFP by September each year.	Dec 2022	Operational	Coordinator; RFP subcommittee	
Engage 6 PMEP partners in proposal reviews annually.	Dec 2022	Operational	Coordinator; Review panel	
Annually distribute RFP to email subscribers.	Dec 2022	Operational	Coordinator	
Distribute RFP through partner networks.	Dec 2022	Operational	Coordinator; PMEP Partners	
Promote RFP on website news blog and funding page	Dec 2022	Operational	Coordinator	
Provide debriefs to project sponsors annually	Dec 2022	Operational	Coordinator	