

Goal 1: Restore, enhance, and protect resilient estuarine, and nearshore marine fish habitat.				
Objective 1: Provide NFHP funding to projects annually consistent with PMEP priorities and NFHP National Conservation Priorities.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Annually revise the PMEP RFP to reflect current PMEP priorities and NFHP National Conservation Priorities.	December 2023	Operational	Steering Committee, Coordinator	
Annually distribute RFP to email subscribers.	January 2023 and December 2023	Operational	Coordinator	
Distribute RFP through partner networks.	January 2023	Operational	Coordinator, PMEP Partners	
Promote RFP on website news blog and funding page	January 2023 and December 2023	Operational	Coordinator	
Engage 6 PMEP partners in proposal reviews annually.	March 2023	Operational	Coordinator, Review panel	
Provide ranked list of projects for funding to NFHP board	March 2023		Steering Committee, Coordinator	
Provide debriefs to project sponsors annually	May 2023	Operational	Coordinator	
By 2024 integrate the PMEP project proposal process into the NFHP database to automate reporting and metric evaluations.	December 2023	AFWA	Data steward, Coordinator	
Objective 2: Facilitate the funding of projects annually through the NOAA Recreational Angler funding program and other programs with a NFHP nexus.				

Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Facilitate the proposal of at least one project in PMEP region for funding from the NOAA Recreational Angler funding program that meet PMEP's priorities	February 2023	Operational	Coordinator	
Track funding opportunities with NFHP nexus and facilitate project funding as opportunities arise	December 2023	Operational	Coordinator, PMEP partners	
Objective 3: Maintain and update PMEP core data layers and data tools regularly.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Twice yearly review status of PMEP core data layers, including identifying needed updates.	Dec 2023	Operational	Science and Data Committee, Data Steward	
Regularly maintain data tools, identifying and fixing any problems and responding to inquiries	Dec 2023	Operational	Data Steward	
Update CMECS Biotic Habitat layer for the Columbia River Estuary - using the project completed for the Oregon Coastal Management Program.	Dec 2023		Data Steward	
Maintain the central hubsite of information for tidal connectivity work.	Dec 2023	Operational	Science & Data Committee, Data Steward	
Collaborate with NWI leadership to incorporate attributes of PMEP data layers into NWI mapping.	December 2023	Operational	Science & Data Committee, Data Steward	
Objective 4. Develop a new data tool for accessing nearshore data by 2024.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Develop or enhance online data tool to include the nearshore spatial dataset and educate users about the tool (similar to estuary viewer tool).	December 2023	AFWA	Science and Data Committee, Data Steward, Coordinator	
Develop training curriculum for new nearshore data tool	October 2023	AFWA	Data Steward, Coordinator	

Execute nearshore data tools training	December 2023	AFWA	Data Steward, Coordinator	
Objective 5. Annually identify and develop funding prospectuses for 2-3 new assessment, collaboration, or data projects to progress PMEP's work.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Develop a prospectus for a project to understand spatial extent of estuary habitat in various levels of conservation in each PMEP region and by state in line with 30 x 30 (Executive Order 14008). "Conservation" can include traditional and other effective area-based conservation measures (OECMs).	December 2023	Needed	Science and Data Committee, Kevin O'Conner	
Develop a prospectus to refine the historical estuary extent in certain estuaries by including filled lands, using available historical estuary mapping.	March 2023	Needed	Science and Data Committee, Laura Brophy lead, Brett Holycross	
Identify project next step to fill information needs and /or data gaps identified in Nearshore Report	December 2023	Operational	Science and Data Committee, Data steward	
Develop a prospectus for a project to understand spatial extent of barriers impacts e.g., Identify areas that are disconnected due to tidal barriers (by habitat type).	December 2023	Needed	Inter-FHP Working group & Science & Data Committee, Laura Brophy	
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 lamprey.	December 2023	Needed	Inter-FHP Working group & Science & Data Committee, Van Hare	
Objective 6. Annually undertake at least one new assessment, collaboration, or data project to progress PMEP's work				
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 2023	Operational	PSMFC, Science & Data committee, Fran Recht lead	
Move forward on estuary restoration sustainability project (find funding, etc.).	December 2022	Needed	PMEP Coordinator, Science & Data Committee	
Reconvene the Barriers to Tidal Connectivity project team to identify/implement next actions	December 2023	Needed	Inter-FHP Working group, Coordinator, Data Steward	
Goal 2: Ensure the continuation and effectiveness of PMEP and its work				
Objective 1. Ensure the effectiveness of PMEP's committees and working groups				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
20 PMEP partners will attend the annual meeting.	December 2023	Operational	PMEP partners	
Bi-monthly meetings of Steering Committee and Science & Data Committees are consistently attended by 75% of members.	December 2023	Operational	Steering Committee, Science & Data Committee	
Convene and support project working groups as needed.	December 2023	Operational	Coordinator, PMEP partners	
Recruit and support new leadership for committees and working groups.	December 2023	Operational	Governance Committee	
Acknowledge partner contributions to PMEP on an annual basis.	December 2023	Operational	Coordinator	
Review and revise as needed PMEP foundational documents at least bi-annually (charter, policies and procedures document, communications framework, strategic plan).	December 2023	Operational	Governance Committee	
Maintain a current committee portal on the PMEP website	December 2023	Operational	Coordinator	
Objective 2: Ensure PMEP's committee membership reflects the diversity of perspectives, expertise, and geography necessary to effectively conduct our work.				

Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Evaluate annually the composition of PMEP committees and identify gaps in diversity and equity, geography, interests, and expertise and recruit new members accordingly	December 2023	Operational	Governance Committee	
Identify potential new committee members with a focus on increasing representation from native sovereign nations and underrepresented stakeholders.	December 2023	Operational	Governance Committee	
Provide an onboarding orientation for all new PMEP partners	December 2023	Operational	Coordinator	
Engage new members in PMEP meetings	December 2023	Operational	Steering Committee, Coordinator	
Objective 3: Ensure PMEP's work is collaborative and strategic				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Update and revise the PMEP strategic plan on a 5-year cycle or sooner if needed.	NA for 2023		Steering Committee,	
Develop and track progress of annual workplans each year to guide PMEP activities consistent with the PMEP strategic plan.	December 2023	Operational	Governance Committee, Science & Data Committee, Steering Committee	
Build and maintain positive collaborative relationships with organizations and programs throughout the PMEP region.	December 2023	Operational	PMEP Partners	
Objective 4: Build an active network of collaborating organizations that support PMEP's work and advertise PMEP products within their own networks.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Participate with and assist collaborating organizations in workshops and other processes.	December 2023	Operational	PMEP partners, Coordinator, Data Steward	

Include collaborating organizations in PMEP meeting agendas.	December 2023	Operational	Steering Committee, Science & Data Committee	
Invite collaborating organizations to advise on PMEP work products.	December 2023	Operational	Steering Committee, Science & Data Committee, Coordinator, Data Steward	
Objective 5: Maintain productive engagement with the National Fish Habitat Partnership				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Engage with the NFHP through the board, committees, working groups.	December 2023	Operational	Coordinator, Data Steward	
Provide annual report of accomplishments to NFHP board and for NFHP annual report	March 2023	Operational	Coordinator	
Provide necessary information to NFHP board for PMEP congressional reauthorization as a Fish Habitat Partnership (as per ACE Act)	December 2023	Operational	Coordinator, Governance Committee	
Build collaboration and information sharing with other fish habitat partnerships	December 2023	Operational	Coordinator, Data Steward	
Maintain PMEP's high level of evaluation under NFHP.	December 2023	Operational	Coordinator	
Objective 6: Ensure PMEP has adequate capacity to conduct its work				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Secure funding each year for PMEP operations and projects from NFHP .	December 2023		PSMFC, Coordinator	
Secure funding each year for PMEP initiatives from non-NFHP funding sources, including public and private funding.	December 2023	Operational	Coordinator, PMEP partners	
Ensure adequate funding for a PMEP coordinator and data steward.	October 2023		PSMFC	
Goal 3: Increase Awareness of PMEP and its products across the West Coast and nationally				
Objective 1: Use the PMEP Communications Framework as a guide for all communications activities.				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status

Develop and execute communications campaigns for all new PMEP product and assessments.	December 2023	Operational	Coordinator	
Objective 2 Provide to targeted audiences accurate, engaging, and current information about PMEP funding and its work products				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Present information on PMEP and its work at five events each year (e.g., audiences: Tribal Marine Stewards Network, etc.)	December 2023	Operational	Coordinator, Data steward	
Annually promote PMEP products through five partner avenues (newsletters, blogs, social media, etc.)	December 2023	Operational	Coordinator, PMEP partners	
Engage PMEP partners in external communications at least five times each year (e.g., partners provide information about PMEP at meetings, workshops, etc.).	December 2023	Operational	PMEP partners	
Quarterly distribute newsletter and announcements to PMEP email distribution list and achieve at least a 20% open rate.	December 2023	Operational	Coordinator	
Increase PMEP's email distribution list by 25% each year.	December 2023	Operational	Coordinator	
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 2023	Operational	Coordinator, Communications Committee	
Maintain an outreach calendar with opportunities for outreach to promote PMEP and its products regionally and nationally.	December 2023	Operational	Coordinator	
Objective 3: Increase the use of PMEP products, tools, and assessments				

Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Provide trainings and presentations on data tools to at least 50 people annually.	December 2023	Operational, AFWA	Data Steward, PMEP Coordinator	
Catalogue PMEP data products with external data portals.	December 2023	Operational	Data Steward	
Objective 4: Build and maintain an effective online communications presence				
Strategy/Action:	Timeline	Funding	Committee lead & support	Status
Increase by 100% annually PMEP's social media followers.	December 2023	Operational	Coordinator, PMEP partners	
Maintain and update the PMEP website news monthly.	December 2023	Operational	Coordinator	
Develop 'How-To' videos for tools and post on website	December 2023	Operational	Coordinator, Data stewards	