



PMEP COMMUNICATIONS FRAMEWORK 2026-2028

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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, enhance, and restore nearshore and estuarine fish habitats in California, Oregon, and Washington.

The PMEP adopted a five-year Strategic Plan for 2023-2028 which identifies THREE overarching goals. Each year, PMEP develops an annual workplan to guide its work for the year. The workplan actions align with its strategic goals and include communications and outreach activities. This Communications Framework outlines how PMEP communications and outreach actions should be approached. It identifies objectives which are further articulated in the strategic plan. The framework identifies the target audience for PMEP communications, key messages that can consistently be incorporated into communications, and general strategies to employ to achieve its communications objectives. The framework is designed to be incorporated into PMEP's Strategic Plan and to be updated at least every five years when the strategic plan is updated. This framework can be updated more frequently if necessary to reflect changing priorities.

PMEP Vision and Mission

Our vision is for California, Oregon, and Washington to have functional, resilient estuarine and nearshore marine ecosystems that support healthy native fish populations.

Our mission is to provide science, data, and funding to conserve and restore West Coast nearshore and estuarine fish habitat.

We accomplish this mission through the following actions:

1. PMEP supports multi-species habitat protection and restoration efforts in Pacific estuarine and nearshore marine areas and helps advance region-wide priorities in those environments. PMEP works in a complementary and collaborative fashion with the many existing partners targeting estuarine and nearshore habitats along the Pacific Coast, as well as larger-scale regional initiatives.
2. PMEP gathers the expertise of local, state, national, and tribal governments, nonprofits and other private organizations, and academia to synthesize the best available information to assist efforts to protect and restore native fish habitat along the West Coast.
3. PMEP develops and compile new datasets to fill high-priority data gaps in our understanding of West Coast native fish habitat.
4. PMEP provides, in collaboration with its members and partners, targeted restoration and conservation funding to support on-the-ground work.

Objectives

PMEP identified the following communications objectives that align with the goals identified in its strategic plan:

1. Increase the use of PMEP products, tools, and assessments to improve conservation and restoration along the West Coast.
2. Improve the quality and quantity of proposals received for PMEP funding.

Target Audiences

The audiences to be targeted to achieve these objectives are:

- Restoration and conservation practitioners and planners,
- Researchers and academics including graduate students, and
- Natural resource agency personnel.

Strategies

The PMEP Communications objectives can be achieved by employing four strategies:

1. Build consistent communications across multiple platforms.

PMEP currently has a professionally developed style-guide which specifies consistent font and colors to be used in communications. This helps to build recognition for PMEP's work.

PMEP currently manages three main communications platforms: LinkedIn, Mailchimp newsletters, and its website. Consistent messaging across all these platforms will amplify the impact of our messaging both by reaching different audiences and by reinforcing the messaging for those who engage with PMEP on multiple platforms. And PMEP regularly creates materials for outreach to audiences, including fact sheets, and technical posters. These use the formatting in the PMEP style guide as much as possible, reinforcing PMEP's image.

By building on this style guide and current communications platforms, PMEP can add to that consistent messaging and identified images to be used to further amplify our message and build brand recognition.

2. Execute communication campaigns for new products, tools, and funding.

PMEP annually releases a Request for Proposal (RFP) for project funding. Developing and executing campaigns to both promote the RFPs and to build awareness of PMEP funding is critical to ensure that PMEP funding goes to effective and important projects across the West Coast.

PMEP regularly produces fish habitat assessments, reports and data compilations and develops trainings and tools. Developing and executing project-specific communications campaigns will ensure that new products are shared widely and uptake of new information results from PMEP's work.

3. Leverage PMEP partners' networks and participation in regional events.

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

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.

4. Leverage external organizations' communications networks.

PMEP operates within a wide community engaged with and supported fish habitat restoration. Many organizations, tribes, and agencies actively promote the same habitat conservation goals as PMEP. By leveraging the communications networks of these organizations, PMEP can amplify its message and build its audience, increase its effectiveness.

Messages

The following key messages can be used consistently throughout PMEP communications materials and outreach.

- PMEP annually provides funding for on-the-ground restoration projects that achieve measurable restoration and conservation of fish habitat along the west coast. PMEP encourages projects that benefit 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, PMEP identifies and seeks to fill key information gaps in the ability to protect and restore west coast fish habitat by:
 - Synthesizing the best available information including compiling datasets that enhance our understanding of this habitat.
 - Supporting partner projects and independent research, and assessments.
- PMEP gathers and synthesizes existing estuary and nearshore 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 can be used to plan restoration projects, and to inform management decisions and research.
- PMEP's data tools can be used to understand fish habitat response and adaptation to changing ocean conditions.
- PMEP works in a complementary and collaborative fashion with its many existing partners to advance region-wide priorities through federal, state, and local-level actions.

- PMEP 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.

Table of Strategies, Actions, and Key Performance Indicators

The following table is designed as an addendum to the approved PMEP Communications Framework. The actions and key performance indicators may change from year to year and will be incorporated as needed into annual PMEP workplans.

Strategy	Actions	Key Performance Indicators
1. Build consistent communications across multiple platforms	- Utilize consistent voice and branding for all communications - Increase engagement on LinkedIn - Develop suite of key messages for use across platforms - Increase accessibility of website and update news regularly - Utilize MailChimp distribution list regularly to communicate	- Quarterly distribute newsletter and announcements to PMEP email distribution list and achieve at least a 20% open rate; improve click rate. - Increase PMEP's email distribution list by 25% each year. - Increased activity on LinkedIn
2. Execute communications campaigns for new products and tools	- Execute annual strategic campaign to promote annual Request for Proposals - Increase opportunities for applicants through webinars or trainings - Execute communications campaign for nearshore focal list - Develop a dissemination plan to increase use of West Coast Habitat Viewer and How-To videos - Provide data tools trainings - Ensure website access is easy to navigate - Develop ready-made content that members and partners can use to advertise these products through their existing outreach platforms (newsletters, conferences, social media, etc.). - Support and promote peer-reviewed publications highlighting PMEP data	- Provide trainings and presentations on data tools to at least 50 people annually. - Increase the number of nearshore and estuary data downloads - Increase usage of West Coast Habitat Viewer web applications

Strategy	Actions	Key Performance Indicators
3. Leverage PMEP partners' networks and participation in regional events	1. Regularly recruit PMEP partners to distribute PMEP materials at events a. Maintain outreach calendar 2. Engage PMEP partners in external communications (e.g., partners provide information about PMEP at meetings, workshops, etc.). a. Provide partners with ready-made materials (fact sheets, posters via Canva) to share at conferences and events 3. Engage PMEP partners in external communications (recruit speakers, and poster presenters) 4. Host sessions, talks, booths at regional events 5. Host virtual symposiums on effective habitat restoration	• Develop ready-made content that members and partners can use to advertise these products through their existing outreach platforms using variety of formats (newsletters, conferences, social media, etc.). • Present information on PMEP and its work at five events each year (e.g., audiences: Tribal Marine Stewards Network, etc.) • Engage PMEP partners in external communications at least five times each year • Engage 500 participants in virtual symposiums annually
4. Leverage external organizations' communications networks	1. Contribute to NFHP and AFWA communications/newsletters 2. Engage with other partner electronic communications (NOAA Digital Coast, OpenChannels, etc.) 3. Utilize partner newsletters and social media channels beyond PMEP's own platforms 4. Expand reach through networks like Pacific Estuarine Research Society	• Annually promote PMEP products through five partner avenues (newsletters, blogs, social media, etc.) • Catalogue PMEP data products with external data portals.