



Tulalip Charitable Contributions Funds Distribution Report

NAME OF AGENCY: Sound Salmon Solutions / Stilly-Snohomish Fisheries

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GENERAL GOALS: Our mission is to ensure the future of salmon in the Stillaguamish, Snohomish and Island County watersheds.

SPECIFIC USE FOR THIS AWARD:

Sound Salmon Solutions is a 501(c)3 nonprofit corporation, registered as a charitable organization with the Washington Secretary of State as the Stilly-Snohomish Fisheries Enhancement Task Force (SSFETF). Our collaborative partners and supporters are represented by federal, state and local government agencies, commercial and recreational fishing interest groups, conservation organizations, local Native American tribes, area businesses, landowners and concerned citizens. Founded in 1990 as SSFETF, Sound Salmon Solutions has a long history of dedication to restoring salmonid populations and habitat in the Stillaguamish, Snohomish and Island County watersheds. The geographic region we serve totals over 2,400 square miles. Our work also includes marine waterways in Port Susan, Port Gardner Bay, Possession Sound, and the Saratoga Passage, south of Elger Bay. Contributions from Tulalip Tribes help to sustain our efforts in this process.

For more information regarding the specific uses of the award, see the following pages from Sound Salmon Solutions.

Tulalip Tribes Charitable Fund: Be the Solution II

Q1 2013 14.2

Sound Salmon Solutions

Final Report

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INTRODUCTION AND BACKGROUND

Contaminated storm water runoff is a major threat to the health of Puget Sound waters. This project, *Be the Solution Phase II*, was a targeted, coordinated effort to improve awareness of water quality problems and solutions within the Stillaguamish Watershed.

The principal goal of this project was to reduce fecal coliform bacteria in the CWD waters and therefore reduce the associated economic and recreational impacts. There have been a number of projects throughout the basin which have helped to improve water quality; however, many people are still unaware of pollution sources and the solutions available. *Be the Solution Phase II* was an attempt to raise awareness through several key outreach activities identified in the logic model building process. Auxiliary goals were to raise awareness of water quality problems and solutions through volunteer events, outreach events and in-class lessons.

SSS worked with Snohomish County Surface Water Management (SWM) to develop a comprehensive logic model (Appendix A). A logic model is a means of starting with a set of desired results and deriving from them a series of long and short-term goals and a set of activities designed to achieve those goals.¹ The goal of the logic model was to clearly define the goals and outcomes of *Be the Solution Phase II*, and draw a clear path for the target audience to move up the stages of change pyramid. The stages of change pyramid is a tool used by education and outreach workers in Snohomish County to create lasting, positive change. In order for this to occur the target audience must go through three steps 1) awareness 2) learning 3) behavior change.

The logic model started with the desired result: to minimize fecal coliform pollution in the CWD and derive the associated economic and recreational benefits. This result can be achieved through the long-term goals of change in resident behavior and project implementation. The long-term goal is achieved by successfully meeting the short-term goals of empowering residents with knowledge about the causes of fecal coliform contamination, what actions they can undertake to reduce it, and how to go about taking those actions. In order to accomplish the short-term goals four main activities were identified: 1) conduct an advertising campaign for a water quality and shellfish fair, 2) teach lessons on water quality and help youth develop outreach projects, 3) host the water quality and shellfish fair and 4) present water quality problems and solutions to related interest groups. SSS worked to implement these four main activities.

SUMMARY OF WORK COMPLETED

ADVERTISING CAMPAIGN

¹ Barba, Kate et. al. "Project Design and Evaluation Training Manual." National Oceanic and Atmospheric Administration Coastal Services Center.

To promote the Shellfish Dinner event, SSS developed and implemented a comprehensive advertisement strategy. A press release about the dinner was printed in the Arlington Times and the Stanwood Camano News. Local radio station KSER also played public service announcements for two weeks. SSS contacted 14 related interests groups to inform them of the event: Cascade Harvest Coalition, Backcountry Horsemen- Traildusters Chapter (Silvana), Arlington Garden Club, Arlington Farmers Market, Port Susan Farmers Market, WSU Beach Watchers, Marine Resources Committee- Snohomish County, and the Snohomish-Camano ECO Net, Pike Place Fish Guys, Ivar's Restaurants, The City of Stanwood, Where Cows Meet Clams team, the Tulalip Tribes, and the Stillaguamish Tribe. The event was also announced via the City of Arlington newsletter and through the Arlington and Stanwood Chamber of Commerce. On September 12, the event was presented to the Stanwood City Council where it was officially endorsed by the city. The event was also mentioned in the Stanwood Camano News and the Everett Herald (Appendix F).

SSS placed flyers at community hubs throughout Arlington, Silvana, and Stanwood. In total SSS posted flyers at 75 locations. At each of the locations where the flyer was posted SSS plugged the event with staff. SSS also distributed flyers through the Port Susan and Arlington Farmers' Markets and through Garden Treasures farm stand.

STUDENT LESSONS AND OUTREACH PROJECTS

SSS met with students from a local high school. This served two purposes: students learned about water quality, shellfish and the CWD and they also helped to spread the word about the event through their friends and families. Students created water quality posters on a number of pertinent topics including the significance of Total Maximum Daily Load, litter, phosphates, shellfish and fecal coliform, and stormwater runoff (Appendix I). The students who created the posters presented them at the shellfish dinner and donated their time to help with set up and take down.

WATER QUALITY AND SHELLFISH FAIR

SSS contacted numerous organizations to solicit donations for the event. Donations of food, materials, labor, and gift cards and other raffle prizes were received from (in order of value) Garden Treasures Nursery & Organic Farm, Taylor Shellfish, Misty Mountain Farm, Penn Cove Shellfish, New England Shellfish, KSER, Ivar's, Jersey Mikes, Stanwood Grill, Black Label Desserts and Stanwood Cupcakes. In total, \$1,750 of donations were received (Appendix H).

An online event registration platform was set up to serve several purposes. This event registration website helped with event planning by providing a real time estimate of how many people were planning on attending. This website also collected valuable information from attendees including the number adults and children, email addresses, and physical addresses. Having attendees' emails enabled SSS to provide updates and reminders to those planning on attending. With zip code information, SSS could determine how many attendees were from an area that may be part of the CWD (Appendix C). Finally, requiring attendees to RSVP allowed SSS to put a firm cap on the number of event attendees to ensure that there was enough food for everyone and to comply with fire code. SSS also took reservations by phone for those so inclined.

SSS evaluated a number of potential venues but settled on the Floyd Norgaard Center in Stanwood. This location was selected because it had appropriate amenities and features including: 160 person capacity, a fully stocked kitchen, dishwashing service, tables and chairs, parking, centrally located in Stanwood, and a reasonable price.

SSS met with Sean Edwards from the CWD, Danny Pickering, the manager from the Stanwood Grill, and Matthew Buza from Misty Mountain farm on September 20th to discuss the menu and logistics. Most local chefs are not familiar with preparation methods of the Eastern Soft Shell Clam. Consequently, SSS coordinated with Danny Pickering and Sebastian Santelices from Trans Ocean Seafoods, to ensure a test batch of the soft shell clams was prepared prior to the event.

On Friday September 27th, the project proponent picked up 50 pounds of mussels from Penn Cove Shellfish on Whidbey Island, 50 pounds of manila clams from Taylor Shellfish Farms in Bow, and 32.8 pounds of soft-shelled clams from TransOcean Seafoods in Mount Vernon and delivered the donated shellfish to Danny Pickering at the Stanwood Grill.

On Saturday, September 28th four SSS staff members and Sean Edwards from the CWD arrived one hour prior to the event to begin set up. 15 tables were set up with tablecloths and centerpieces and 100 chairs. Washington State University Snohomish County Extension, the CWD, Snohomish Conservation District, and SSS set up informational booths. The local guitarist, Ford, played live music for the first half of the event. SSS personally invited a number of elected (and appointed) officials, many of whom chose to attend; including State Representative Dave Hayes, Snohomish County Executive Director Peter Camp, Snohomish County Council candidates Bill Blake and Ken Klein (subsequently elected), and Stanwood City Council member Leonard Kelley. Congressional Representative Rick Larsen was invited but declined.

As guests arrived, they were checked in and provided a folder containing a summary of water quality in the CWD and a brochure including a map and information on services. An event agenda along with information about SSS and a membership application were handed out at the door as well (Appendices E and G). Guests were encouraged to visit partner booths and collect additional information. Once the majority of guests had arrived, a brief introduction was given by project lead, Andy Noone, and project sponsor, Sean Edwards. Stanwood city council member and mayor pro tempore, Leonard Kelley, gave a warm welcome. A dinner buffet of rosemary focaccia, roasted purple carrots, chanterelles, golden beets, roasted fingerling potatoes, manila clams with heirloom tomatoes, coconut steamed mussels and fried soft shell clams was served to 100 people buffet style (Appendix D). After dinner, Sean Edwards provided a brief but comprehensive update on water quality in the CWD. Nicole Hopper, from Taylor Shellfish, presented on the economic benefits of shellfish. Terrence Lee, from the Pacific Shellfish Institute, taught the audience some fun facts about the ecosystem services and nutritional value of shellfish. Finally, Douglas Palenshus from the Washington Department of Ecology talked about pet waste management and played a short song he wrote about water quality.

EVALUATION

Following the presentations, surveys were collected and prizes were raffled off to those who had completed surveys. Surveys were tabulated and analyzed (see Appendix A). SSS completed all administrative requirements including invoicing, backup documentation, payment processing, and reporting.

SUCSESSES AND CHALLENGES

SSS was successful in recruiting 102 people to the dinner. Articles appeared in the Stanwood Camano News and the Everett Herald. The high school students' water quality posters were also a success. The community and the students seemed pleased by the results.

A number of challenges were encountered during the project period. The previous project manager, Sarah Nelson, left SSS to pursue further education. The new project manager, Andy Noone, found it difficult to meet the established deliverables on time due to the project being slightly behind schedule and his unfamiliarity with project history and complexities.

Advertising of the event was supposed to occur for two months prior to the event, but due to delays from the shift in leadership, advertising had to be condensed into a single month. Advertisement of the shellfish dinner event was ultimately a success due in part to the development of a comprehensive advertisement plan; SSS successfully advertised the event through news media, flyer distribution, email lists, and other sources.

PARTNERSHIPS

Attendees gave rave reviews of the food. Seven people specifically identified the soft shell clams as their favorite item. Six others identified the mussels as their favorite item. Two people specifically identified the bread and veggies as their favorite items and the rest listed two or three favorites, or said that everything was good (Appendix A). SSS recommends building on established partnerships to ensure future success. SSS recommends rehiring Stanwood Grill's Danny Pickering; Danny provided professional coordination and delicious cuisine. His name is recognized in the community and the food he provides is a definite draw. Likewise, SSS recommends partnering with Mark Lovejoy from Garden Treasures Nursery and Organic Farm and Ariel and Matthew Buza from Misty Mountain Farm. These partners generously donated quality food ingredients that were essential to the success of the event. SSS recommends re-contacting other potential farm partners to not overextend Garden Treasures. Partnerships were an essential component of the success of the event and will likewise be critical to the success of future events. Partnerships allow organizations to leverage their support.

SSS recommends continuing our mutually beneficial partnerships with Penn Cove, Taylor Shellfish, and Trans Ocean Seafoods in the future. These partners generously donated the key components of the shellfish dinner; the clams, mussels and soft shell clams. It is recommended that Blau Oysters be approached again as a potential partner. In future events, SSS hopes that Stillaguamish and Tulalip Tribes will join in as partners by promoting and attending the event.

Also, to recognize partners' invaluable contributions, SSS recommends that a follow up celebration occur. Partners who donated to the event would be invited. A number of individuals who were

essential to the success of the event were unable to attend (notably Carlos and Sebastian from TransOcean Seafoods, Mark Lovejoy from Garden Treasures, and Matt Buza from Misty Mountain). This would be a great way to show appreciation for their contribution, exhibit photos, invite causal feedback, and receive letters of support for the following year.

STUDENT WATER QUALITY POSTERS

Several high school students from Stanwood High School made professional looking posters to present at the event. This was an excellent way to engage different audiences and provide an opportunity for students to show their work. In the future, SSS recommends a brief review of the posters before they are printed to ensure information is pertinent and accurate. If the dinner is held in the summer, it may not be possible to involve students.

INTEREST GROUP PRESENTATIONS

Given the lack of interest from community groups and the difficulty of implementing these presentations it is recommended that interest groups be contacted only as a method for advertising the main event.

OTHER ACCOMPLISHMENTS OF BE THE SOLUTION II

1. Organized a group of 9 volunteers to clean up trash on the Stillaguamish River on 8/17/13.
2. Organized a group of 20 volunteers to clean up trash on the Skykomish River on 9/7/13.
3. Attended 2 outreach events: the Stillaguamish Festival of the River (8/10/13, 8/11/13) and Cabela's Great Outdoor Days (8/17/13). SSS reached over 200 citizens at these events.
4. Conducted 4 in-class erosion modeling experiments to raise awareness about the benefits of trees (11/20, 1/23, 1/27, 1/28) and one planting field trip (12/3). These lessons reached 135 students.

CONCLUSION

The project was overall very successful in raising awareness. Furthermore, the success and support for the dinner set the stage for future events. This partnership between SSS, the Tulalip Tribes and the CWD is a mutually beneficial partnership. When the organizations pool resources, they are able to more effectively reach out and inform the community about water quality problems and solutions and the economic, ecological and recreational significance polluted water.



Some of the tasty food at the Shellfish Dinner in Stanwood on 9/28/13



Guests enjoying their meal and learning about what they can do to help water quality in the Stillaguamish Valley



Dedicated volunteers cleaning up trash from the Stillaguamish river.



A young girl is learning about the life cycle of a Coho she just caught.