



TulalipCares.org

Tulalip Charitable Contributions Funds Distribution Report

NAME OF AGENCY: Washington Environmental Council

DATE OF AWARD: 2018 Q1

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GENERAL GOALS: Our mission is to protect, restore, and sustain Washington's environment for all.

SPECIFIC USE FOR THIS AWARD:

This award went towards support of their administration and programs.

For more information please read the attached report from Washington Environmental Council.



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Report to Tulalip Tribes Charitable Contributions: Q1 2018 14.2

Washington Environmental Council appreciates the support of Tulalip Tribes Charitable Contributions for Orca Month – a month long series of events celebrating the Southern Resident killer whale.

Events and Participation

WEC and our Orca Salmon Alliance partners organized 38 successful Orca Month events and activities this year. Collectively, these events were attended by 11,364 people in Oregon, Washington, and British Columbia, reached nearly 250,000 people via social media (facebook.com/OrcaMonth), reached hundreds of thousands of people via Metro bus and Sound Transit ads, generated 24 articles or listings, engaged 14 new partners, and gathered 43,190 signatures in support of the Orca Recovery Task Force efforts to save the Southern Resident orca population. The contribution from Tulalip Tribes primarily supported the Orca Month kickoff in Seattle, the Our Toxic Orcas event in Everett, and transit ads.

Every year, Orca Month begins with a large-scale, family-friendly, and high profile community kickoff event. Our 2018 program included Duwamish Tribal chairwoman Cecile Hansen, co-chairs of the Governor's Orca Recovery Task Force Stephanie Solien and Les Purce, a Seattle teenager named Olivia Carpenter who biked across the country to raise awareness and funds for orcas, and a variety of family friendly hands on activities such as sand sculpturing. The event was a success, despite having fewer attendees than expected. We planned for 500 attendees at the kickoff, but only about 300 people attended due to inclement weather.



Stephanie Solien and Les Purce, Co-Chairs of the Orca Recovery Task Force



Children learning about microplastics pollution in ocean waters



The Orca Fin Hat station at the Orca Month 2018 Kick-Off Celebration

In collaboration with Defenders of Wildlife and Toxic Free Future, we organized the Our Toxic Orcas educational event in Everett. At this event, we highlighted how toxic contaminants impact Southern Resident orca and salmon, and showcased local efforts to prevent toxic contaminants from entering the environment as well as various cleanup efforts. We then provided ways on how individuals can help reduce pollution impacting orcas (either through government assistance/incentive programs, personal lifestyle changes, and political advocacy). Our event drew 70 participants including many from ORCA, and generated a news segment on Q13 TV. Through this event, we developed new partnerships with ORCA, City of Everett, Port of Everett, and the Snohomish County Marine Resources Council.



The Our Toxic Orcas event at Ocean Research College Academy (ORCA)

This year, we incorporated Metro bus ads and Sound Transit light rail ads into our Orca Month advertising strategy for the first time.



We saw a measurable increase in online engagement, as Orca Month website traffic increased by over 120% in June 2018 compared to June 2017:

- [May 2017](#): 1,247 page views by 417 unique visitors
- [June 2017](#): 2,410 page views by 1,344 unique visitors
- [May 2018](#): 1,430 page views by 704 unique visitors
- [June 2018](#): 5,357 page views by 2,970 unique visitors

This increase in website traffic is attributed to a combination of transit ads, Facebook promotion, and Washington State ferry posters, flyers, and rack cards. Much of the 2018 website traffic was related to our call to action (detailed below), but it is worth noting that visits to the “Local Events” page of the Orca Month website increased over 25%, from [957 in June 2017](#) to [1,207 in June 2018](#).

We incorporated a call to action into Orca Month 2018 as a mechanism to engage the public and demonstrate broad support for the Orca Recovery Task Force efforts to develop long-term, meaningful action recommendations. Collectively, we gathered over 43,190 signatures urging the Task Force urging to tackle salmon restoration, pollution prevention, noise reduction, and oil spill risk to save the Southern Resident orca population. The call to action can be found at <https://wagreen.p2a.co/5244OX1>.

Lessons Learned

The Orca Salmon Alliance's leadership of Orca Month since 2016 has resulted in significant growth in just three years. Due to our alliance of 14 partner organizations, we have greater capacity and resources to plan and implement more events and reach more people each year. We are always seeking to build new partnerships to further increase the impact and reach of Orca Month.

This year, WEC and Orca Salmon Alliance successfully engaged the following new partners: Duwamish Tribe, ORCA, Snohomish County Marine Resources Council, City of Everett, Port of Everett, Ocean Fest organizers, Adopt a Stream Foundation, Port Townsend Marine Science Center, American Cetacean Society, Whatcom Land Trust, Patagonia, Eileen Fisher RENEW, Bartell Drugs, and Constellation Distributors. In future years, we are interested in building more relationships with Tribes, community restoration groups, science centers, nonprofit organizations, state and local agencies, businesses, and educational institutions.

One useful way to measure the reach of Orca Month is through media coverage. While we identified [24 confirmed articles, listings and posts](#) about Orca Month via a clippings service used by Defenders of Wildlife, there was additional coverage not reflected in this list, including at least three articles on Seattle's Q13 Fox. In the future, we would like to use a more comprehensive system of tracking media coverage, which might include subscribing to a regional clipping service. Furthermore, we would like to create a communications subcommittee that is active year-round. This committee would establish and cultivate relationships with reporters well before June so they are primed to cover Orca Month in detail. We hope to have this team ready early in 2019 to pitch stories, events, our message, and the overall theme to media outlets.

For Orca Month 2019, we are also considering the following:

- Expand transit ads to other counties and Oregon.
- Engage more with Washington State Ferries, perhaps create a 30-second video loop to be shown onboard ferries.
- Promote Orca Month through whale watch businesses.
- Get more info out into communities using flyers, posters, rack cards, etc. This helped in smaller communities like Newport, Oregon.
- Distribute info at schools leading into Orca Month for kids to take home.
- Expand Orca Month to more aquariums, including Point Defiance, Oregon Coast, Vancouver and Monterey, as well as involving science centers.