

PUGET SOUND DAY ON THE HILL

MAY 1–3, 2017



PUGET SOUND: A LABORATORY FOR INNOVATION

Puget Sound protection and recovery efforts are a model of innovation and efficient partnerships for creating thriving and resilient communities.

- ▶ Federal funds are carefully integrated with, and complementary to, significant investments by local, state, non-profit, private sector, and tribal partners resulting in greater impact than the sum of the parts.
- ▶ This deliberate approach creates tremendous leveraging of funds and magnification of impacts. For example, every \$1 million spent on watershed restoration results in 15 to 33 new or sustained jobs and generates \$2.2 to \$2.5 million in total economic activity.

Withdrawal of federal support at this critical time would result in degradation of water quality and infrastructure, job loss, damage to multiple industries, and potentially irreversible ecosystem loss.

- ▶ Chinook salmon and the resident orca whales, which depend upon the Chinook for their survival, are on the brink of dropping to unrecoverable population numbers.
- ▶ Federal disinvestment would result in job loss and loss of economic activity.
 - In the Puget Sound Basin, 26.7% of employment is in water-dependent sectors, responsible for nearly \$200 billion in output.
 - In Washington state, commercial and recreational fishing are estimated to support 16,000 jobs and \$540 million in personal income.

Federal investment in Puget Sound recovery and protection helps fulfill treaty-based responsibilities.

- ▶ Puget Sound is the ancestral home to 17 Native American tribes that have treaty-reserved rights, including those to natural resources. These natural resources will continue to decline without ongoing and proactive action.
- ▶ Puget Sound tribal governments provide significant leadership, expertise, and resources toward achieving recovery and protection goals.
- ▶ Puget Sound is part of the Salish Sea, which extends into Canada. We work across this boundary to preserve the health and wellbeing of millions of people and enterprises, including 77 sovereign tribes and First Nations.

CRITICAL PATHWAYS FOR OUR SUCCESS INCLUDE:

**The Puget Sound
Geographic Program
(EPA)**

**National Estuary
Program/ Coastal
Waterways (EPA)**

**Pacific Coastal Salmon
Recovery Fund (NOAA)**

OTHER LOGOS?

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NORTHWEST INDIAN FISHERIES COMMISSION

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PUGET SOUND PARTNERSHIP

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PUGET SOUND IT'S WORTH SAVING

In the Puget Sound Basin,
26.7 percent of employment
is in water-dependent sectors, responsible for nearly
\$200 billion in output.

RECREATION

\$13 billion

MARITIME INDUSTRY

\$4.7 billion

SHELLFISH

\$150 million

TOURISM

\$2.1 billion

ECONOMY

JOBS

199,000

jobs

Total annual expenditures associated with recreational lands in the Puget Sound counties totals over \$13 billion

199,000 jobs direct and indirect jobs supported in Washington.

69,500

jobs

The maritime industry paid over \$4.7 billion in wages in 2015 and directly supported 69,500 jobs

2700

jobs

The total revenue of farmed shellfish in Washington was nearly \$150 million in 2013.

Washington's shellfish industry generated more than 2,700 jobs in 2010.

294,838

jobs

In the most populated County in Puget Sound, King County, tourism jobs directly generated \$2.1 billion in 2015

294,838 jobs in Puget Sound Counties are related to travel and tourism

TRIBAL CONTRIBUTIONS

Tribal hatcheries produce approximately 40 million salmon each year

SALMON RECOVERY

Salmon restoration funding has resulted in more than \$1.1 billion in total economic activity in

VETERANS

The Washington Veteran Conservation Corps (VCC) employ veterans in transition from military service. The Northwest Straits Commission worked with the VCC for cleanup efforts that removed 91,863 pounds (41.13 tons) of marine debris.

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SOCIAL MEDIA PLAN

Goals for social media campaign:

- ▶ Raise awareness of the national importance of Puget Sound—ecologically and economically.
- ▶ Raise awareness of the scale of partnerships working to save Puget Sound.
- ▶ Raise awareness of the specific, innovative, and locally-driven solutions to chronic Puget Sound problems.

Key messages:

- ▶ Puget Sound recovery efforts serve as a national model of innovation, effective and efficient partnerships, and impact-driven decisions.
- ▶ This is a critical juncture in our recovery efforts—withdrawal of federal support would result in degradation of water quality and infrastructure, job loss, damage to critical industries, and potentially irreversible ecosystem loss.
- ▶ Federal investment in Puget Sound recovery and protection helps fulfill treaty based responsibilities.

Suggested hashtags for Twitter and Facebook

#SaveAmericasSound #SaveOurSound

(Because the above two hashtags don't mention Puget Sound, please include a Puget Sound reference in the posts, if possible.)

#PugetSoundDay

Tag your partners

Use the attached Twitter Tagging Tool to generate public “buzz” and let the world know what great participation we have for 2017 Puget Sound Day on The Hill!

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DENNY HECK**

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SOCIAL MEDIA PLAN

Suggested Activities

DAY	ACTION	FREQUENCY	TOPIC OR POST	COMMENTS
Monday, April 24	Pre-event tweets	Twice, spaced several hours apart	Highlight one of the federally funded projects from our Puget Sound Day on the Hill story book. The stories are available online:	Include the photo from the story book post at www.pugetsoundinnovationstories.blog
	Pre-event FB	Once	www.pugetsoundinnovationstories.blog And mention that you're headed to D.C. soon to show this good work to Congress. (Be sure to use the event hashtag so others can find your post) #SaveAmericasSound #SaveOurSound #PugetSoundDay	
Friday, April 28 or weekend	Travel tweets	Twice, spaced several hours apart	We're off to D.C. along with our partners, to talk to Congress about saving Puget Sound. Keep up with us:	Include a photo if possible – cell phone photos are fine. Send photo and suggested post to your social media manager, or post to your own account. (Be sure to use the event hashtag so others can find your post)
	Travel FB	Once	#SaveAmericasSound (125 characters)	

SOCIAL MEDIA PLAN

Suggested Activities

DAY	ACTION	FREQUENCY	TOPIC OR POST	COMMENTS
Monday, May 1 Tuesday, May 2 Wednesday, May 3	Event day Tweets	Three to four times, as soon as something of particular interest occurs or when there is a good photo opportunity Retweet, Fav, or respond to others' posts as often as you'd like	Highlight at least one surprising fact you learned or compelling event you attended. Thank those with whom you met, and be sure to tag them in your post.	Emphasize an aspect of one of the key messages (above) in each post. Don't forget the photo (see above). Follow the event hashtag so you can retweet/share/respond often
	Event day Facebook posts	Twice, at least 5 hours apart		
Thursday, May 3	Post-event tweets	At least one	At least one key take-away insight from the week's meetings, bringing emphasis to one of the key messages	Include a photo if possible, plus a shoutout to one of the other participants, if appropriate
	Post-event FB post	One		
Week of May 8	Post-event tweets	At least one	Post a key success point of one of your federally funded projects; tag one of our Congressional representatives, and thank them for helping get the money to make the project happen.	Include a project photo, plus a shoutout to a key partner in the project, if appropriate
	Post-event FB post	One	(You can also use one of the project stories posted at www.pugetsoundinnovationstories.blog)	