# Communications Campaign

**Purpose**: Share the publication of the Upper Snoqualmie Resilient River Corridor Management Plan.

**Audiences:**

* Snoqualmie Tribe and Casino Staff
* Snoqualmie Tribal members
* City of Snoqualmie Staff
* City of North Bend Staff
* King County Staff – Rivers, Parks
* External networks:
  + Oxbow Farms
  + Carnation Farms
  + Sound Salmon Solutions
  + Mountains to Sound Education Program
  + Wilderness Awareness School
  + All Snoqualmie Tribal Staff
  + Trout Unlimited- Lake Sammamish Chapter
  + Mid Sound Fisheries
    - CATS group run by Mid Sound Fisheries
  + USRRCMP
  + Bahai Snoqualmie Valley Community
  + General community
  + Schools/Youth
  + Snoqualmie Watershed Forum
  + Fish Farm Flood newsletter
  + Brian Holloway (Snoqualmie Councilmember rep to Watershed Forum) via Cindy Spiry
  + LivingSnoqualmie blog
  + FFF newsletter
  + SVPA
  + Local Whitewater community
  + Green Team @ Mt Si High
  + Volunteer Email list
  + Washington Environmental Council

**Outcomes:**

* Snoqualmie Tribe publishes plan and offers a conversation starter with recommendations for how to support a more resilient river.
* Communicate to river managers that a different approach is needed and invite them to discuss and potentially partner.
* Snoqualmie Tribe’s time immemorial connection and stewardship with the Snoqualmie River is acknowledged and lifted up.
* Invite community members to learn more about river ecosystem science and what actions would increase the connectivity of the Upper Snoqualmie River Valley.
* Invite community members to walk along the study area of the resilient river plan and learn more about the actions in the plan recommended by the Snoqualmie Tribe.
* Pictures submitted by community members are added [to map](https://experience.arcgis.com/experience/96e8d86d99ac49d585d3b19d361f06a5/page/Walking-Tour/?views=Tribal-Access) with 22 recommendations.

**Overview:**

Following approval by the Snoqualmie Tribal Council of the plan and communications materials, the following communications plan will be implemented to share out the plan and invite engagement. Highlighted text indicates a link needs to be added once story map and materials are live online.

| **Message** | **Audience(s)** | **Tool** | **Timeline** |
| --- | --- | --- | --- |
| **Increasing Connectivity with the**  **Snoqualmie River**  A resilient Snoqualmie River for all means  more active management of the Upper Valley.  A responsible planning approach is needed  to respond to the constantly changing river  environment.  The Snoqualmie Tribe's relationship with the  river valley is a generational commitment that  has existed since time immemorial. The Tribe is recommending actions to increase access to a clean river for all.  The Snoqualmie Tribe is studying the river ecology and landscape processes in the Upper Snoqualmie Corridor and developed a plan to share how conditions are expected to change in a warming climate. The Upper Snoqualmie Resilient River Management Plan is now available detailing the existing conditions, climate change projections, and 22 actions to increase the connectivity of the river.  The plan will serve as a knowledge source and discussion tool to support a richer cultural relationship with the Upper Snoqualmie River and promote a collective understanding of a resilient river for all.  **Walking Tour of the Snoqualmie River**  Take a look at the 22 actions recommended by the Snoqualmie Tribe, and we invite you to visit the river! We invite community members to use this walking tour guide and walk along the study area of the resilient river corridor management plan, enjoy the views, and learn more about the actions in the plan recommended by the Snoqualmie Tribe. | Snoqualmie Tribal members and Tribe staff | Snoqualmie Tribe newsletter, with links to the story map, walking tour guide, and three-pager. | [Submit request to Tribe](https://snoqualmietribeforms.us/newsletter-submission/) by July 27 |
| **Increasing Connectivity with the**  **Snoqualmie River**  A resilient Snoqualmie River for all means  more active management of the Upper Valley.  A responsible planning approach is needed  to respond to the constantly changing river  environment.  The Snoqualmie Tribe's relationship with the  river valley is a generational commitment that  has existed since time immemorial. The Tribe is recommending actions to increase access to a clean river for all.  The Snoqualmie Tribe is studying the river ecology and landscape processes in the Upper Snoqualmie Corridor and developed a plan to share how conditions are expected to change in a warming climate. The Upper Snoqualmie Resilient River Management Plan is now available detailing the existing conditions, climate change projections, and 22 actions to increase the connectivity of the river.  The plan will serve as a knowledge source and discussion tool to support a richer cultural relationship with the Upper Snoqualmie River and promote a collective understanding of a resilient river for all.  Take a look at the 22 actions recommended by the Snoqualmie Tribe on our story map, and please reach out to me to connect. | Mayors and Staff:   * City of Snoqualmie * City of North Bend * King County | Email with link to story map and full plan. | Week of July 25 |
| **Increasing Connectivity with the**  **Snoqualmie River**  A resilient Snoqualmie River for all means  more active management of the Upper Valley.  A responsible planning approach is needed  to respond to the constantly changing river  environment.  The Snoqualmie Tribe's relationship with the  river valley is a generational commitment that  has existed since time immemorial. The Tribe is recommending actions to increase access to a clean river for all.  The Snoqualmie Tribe is studying the river ecology and landscape processes in the Upper Snoqualmie Corridor and developed a plan to share how conditions are expected to change in a warming climate. The Upper Snoqualmie Resilient River Management Plan is now available detailing the existing conditions, climate change projections, and 22 actions to increase the connectivity of the river.  The plan will serve as a knowledge source and discussion tool to support a richer cultural relationship with the Upper Snoqualmie River and promote a collective understanding of a resilient river for all.  Take a look at the 22 actions recommended by scanning the QR code from the Walking Tour Guide attached to this letter. The full plan can be reviewed there as well. | Nearby property owners to the river | Letter with printed walking tour handout | Week of July 25 |
| **Increasing Connectivity with the**  **Snoqualmie River**  A resilient Snoqualmie River for all means  more active management of the Upper Valley.  A responsible planning approach is needed  to respond to the constantly changing river  environment.  The Snoqualmie Tribe's relationship with the  river valley is a generational commitment that  has existed since time immemorial. The Tribe is recommending actions to increase access to a clean river for all.  The Snoqualmie Tribe is studying the river ecology and landscape processes in the Upper Snoqualmie Corridor and developed a plan to share how conditions are expected to change in a warming climate. The Upper Snoqualmie Resilient River Management Plan is now available detailing the existing conditions, climate change projections, and 22 actions to increase the connectivity of the river.  The plan will serve as a knowledge source and discussion tool to support a richer cultural relationship with the Upper Snoqualmie River and promote a collective understanding of a resilient river for all.  Take a look at the 22 actions recommended by the Snoqualmie Tribe. | Snoqualmie Tribal Members | Snoqualmie Tribe Facebook post, linking to story map. | Week of July 25 |
| **Increasing Connectivity with the**  **Snoqualmie River**  A resilient Snoqualmie River for all means  more active management of the Upper Valley.  A responsible planning approach is needed  to respond to the constantly changing river  environment.  The Snoqualmie Tribe's relationship with the  river valley is a generational commitment that  has existed since time immemorial. The Tribe is recommending actions to increase access to a clean river for all.  The Upper Snoqualmie Resilient River Management Plan is now available detailing the existing conditions, climate change projections, and 22 actions to increase the connectivity of the river.  The plan will serve as a knowledge source and discussion tool to support a richer cultural relationship with the Upper Snoqualmie River and promote a collective understanding of a resilient river for all.  Take a look at the 22 actions recommended by the Snoqualmie Tribe. | General community | Snoqualmie Tribe Website update [which page?], linking to story map and full plan. | Week of July 25 |
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| Missing anyone? |  |  |  |

# Tribal Council review and approval

1. Report (MS Word and PDF)
   * Including list of changes since November.
2. Appendix (MS Word and PDF)
3. Restoration Actions Excel Spreadsheet (MS Excel and PDF)
4. 2 pg Handout – Public (PDF)
5. 4 pg Handout – Tribe (PDF)
6. Storymap (includes all walking tour materials) – Website
7. Introduction video – Website
8. Launch campaign plan and messaging (MS Word)