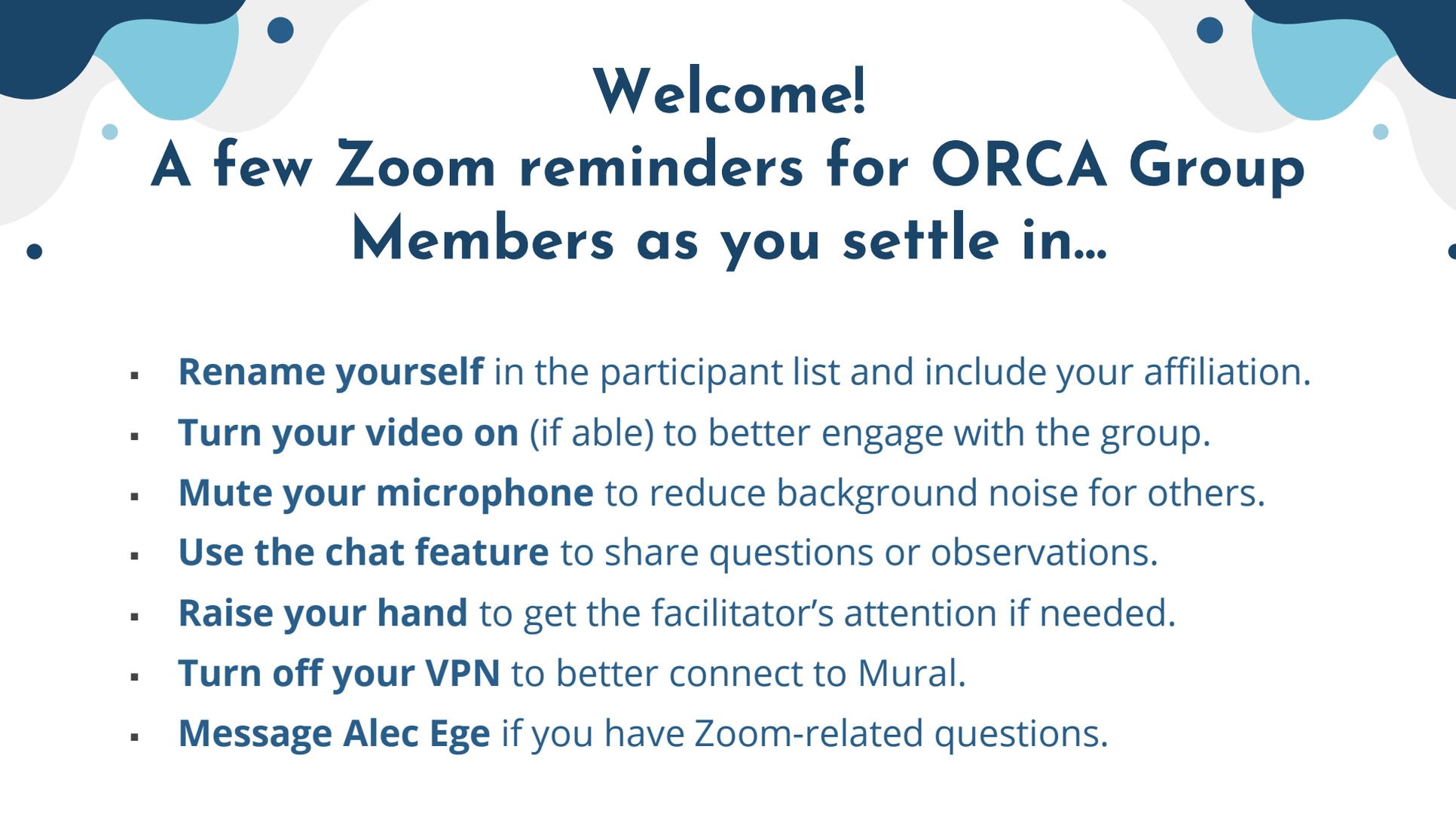


Washington Department of Fish and Wildlife

Orca Regulations Communications Advisory Group

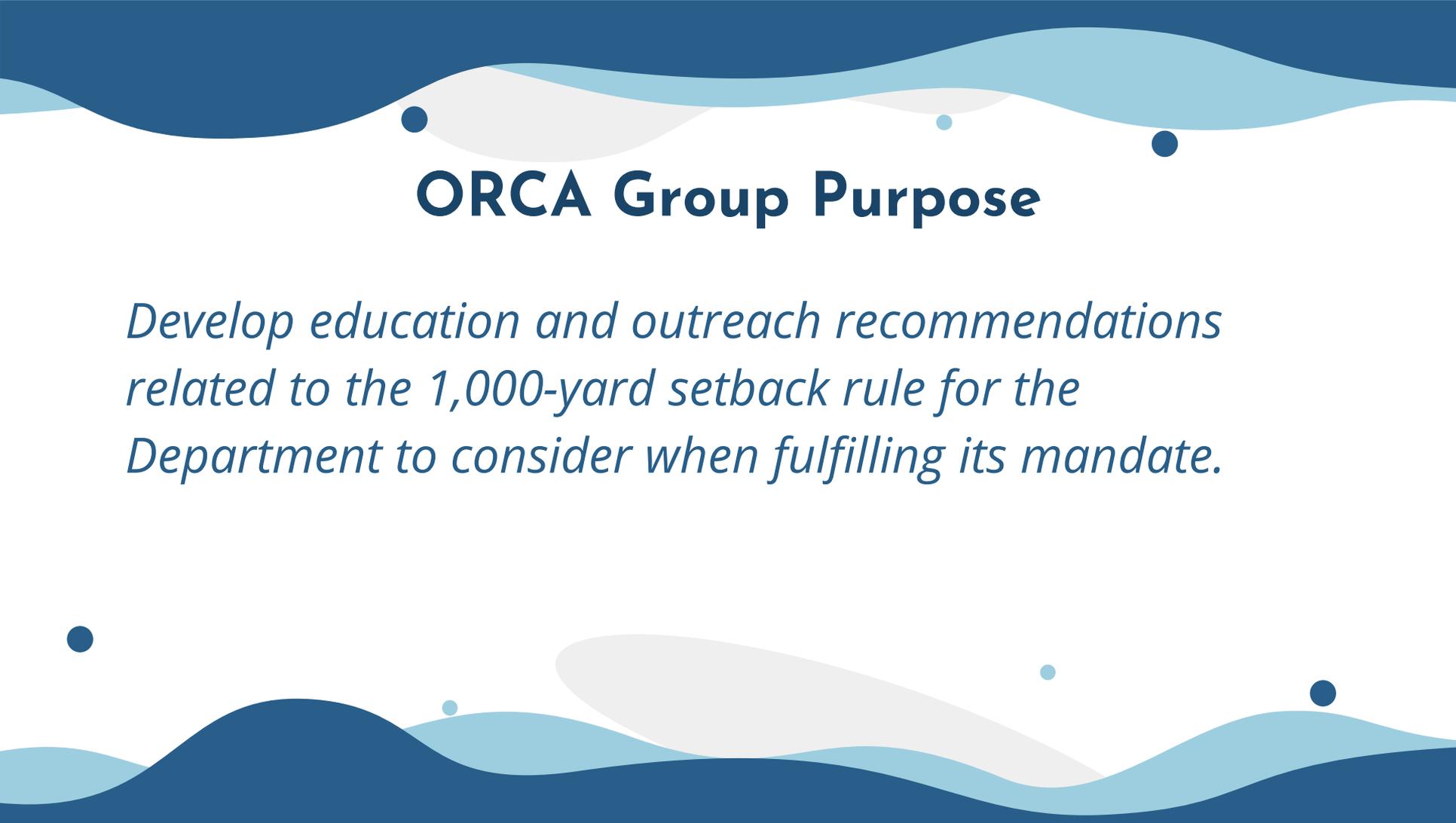
Meeting 2
April 18, 2024



Welcome!

A few Zoom reminders for ORCA Group Members as you settle in...

- **Rename yourself** in the participant list and include your affiliation.
- **Turn your video on** (if able) to better engage with the group.
- **Mute your microphone** to reduce background noise for others.
- **Use the chat feature** to share questions or observations.
- **Raise your hand** to get the facilitator's attention if needed.
- **Turn off your VPN** to better connect to Mural.
- **Message Alec Ege** if you have Zoom-related questions.



ORCA Group Purpose

Develop education and outreach recommendations related to the 1,000-yard setback rule for the Department to consider when fulfilling its mandate.

Today's Agenda

1:30	Welcome <ul style="list-style-type: none">• Meeting overview• 10-minute public comment opportunity
1:50	ORCA Group Process
2:20	FY24 Communication Investment Priorities
3:00	10-minute Break
3:10	FY25 Communication Assessment Outcomes
4:00	Recreational Boaters Workshops
4:20	Next Steps
4:30	Adjourn

Meeting 2 Objectives

1

Provide feedback on the ORCA Group Process Map

2

Affirm ORCA Group approach for feedback on FY24-funded communication priorities

3

Review current SRKW/vessel-related communication assessment outcomes

4

Advise on objectives for boater engagement workshops

ORCA Group Members

1. **April Rebollo**
2. **David Bain**, Orca Conservancy
3. **David Willis**,
Recreational Boaters Association
Washington
4. **Donna Sandstrom**, The Whale Trail
5. **Erin Gless**, Pacific Whale Watch
Association
6. **Frances Robertson**, San Juan County
7. **George Harris**,
NW Marine Trade Association
8. **John Boyd (JB)**, Western Prince
9. **Justine Asohmbom**, WA Department of
Ecology
10. **Stephanie Raymond**, Orca Network
11. **Tisa Annette**, Puget Sound Orcas
12. **Chairman Thomas Wooten**, Samish
Indian Nation
13. **Web Hutchins**

● ORCA Group Working Norms

- Ensure everyone has an opportunity to provide balanced input and embrace the power of diverse perspectives
- Recognize there may be different positions on data and what is best for the whales
- Stay focused on the communications-related scope of work
- ▪ Adjust group process/approach based on feedback from group members
- Maintain a creative solution mindset
- ▪ Acknowledge the group's advice will be limited by the group's perspectives and representation

Public Comment

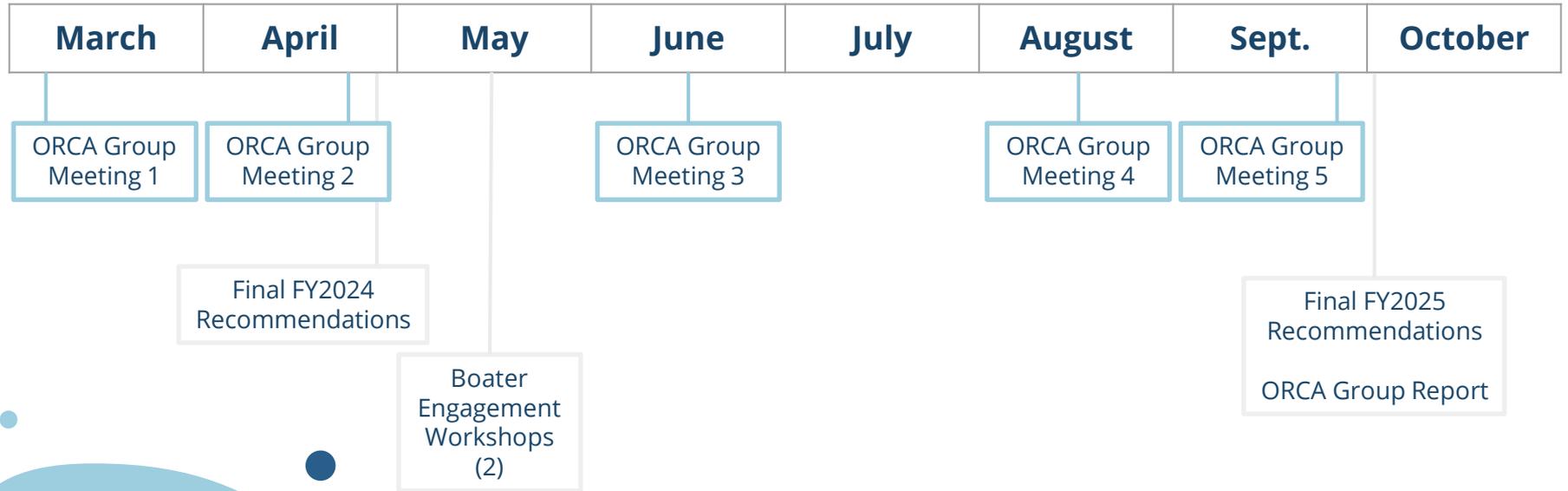
- If you are a meeting attendee (observer) and would like to share a comment with the ORCA Group, please raise your virtual hand.
- Brief public comments of up to two-minutes are welcomed (at the discretion of the facilitator).
- When you're called on, please unmute to share.

If you joined the meeting by calling in by phone, raise your hand by pressing ***9** and unmute by pressing ***6**. *Remember, you may need to unmute your phone, too.*

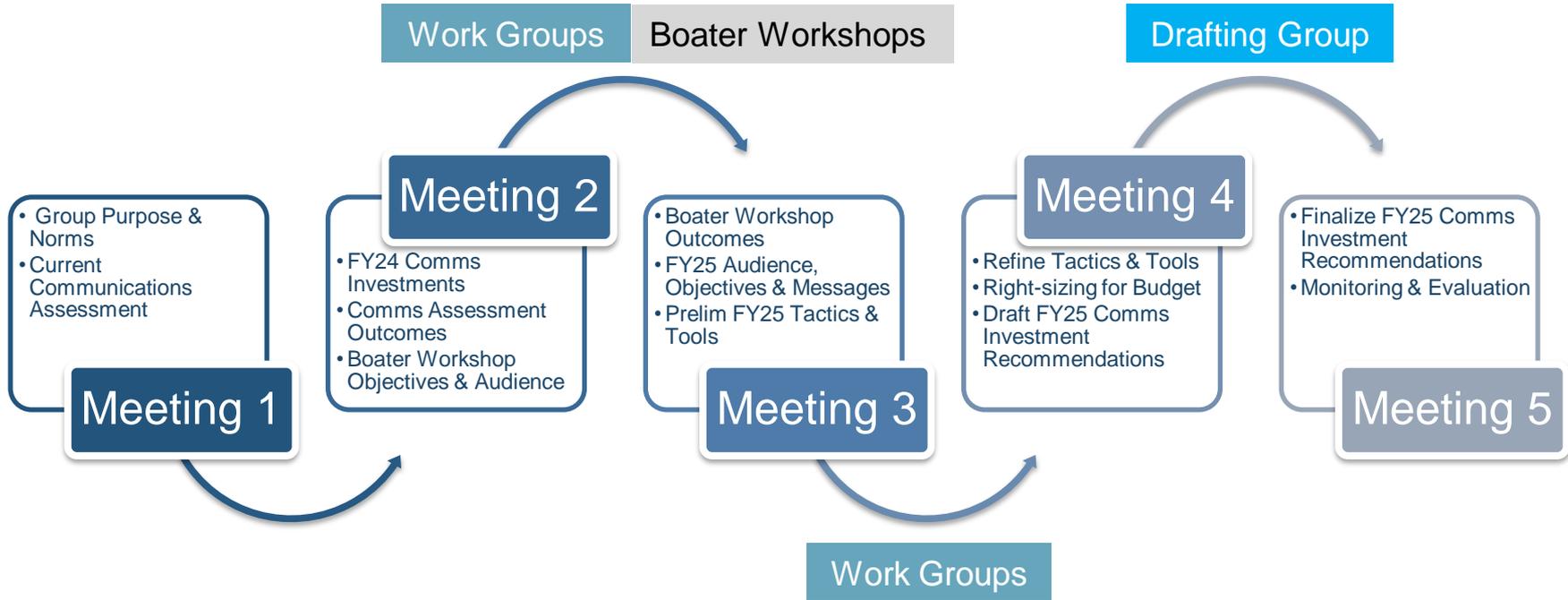
ORCA Group Process



Anticipated ORCA Group 2024 Timeline



ORCA Group Process Map



FY24 Communication Investment Priorities



WDFW's 2024 SRKW/Vessel-related Communication Goal

(effective through Dec. 31, 2024)

Enforce current setback laws and prepare boaters to comply with the SRKW 1,000-yard setback and speed regulations effective January 1, 2025.

Boaters (clarify this term) will understand six things:

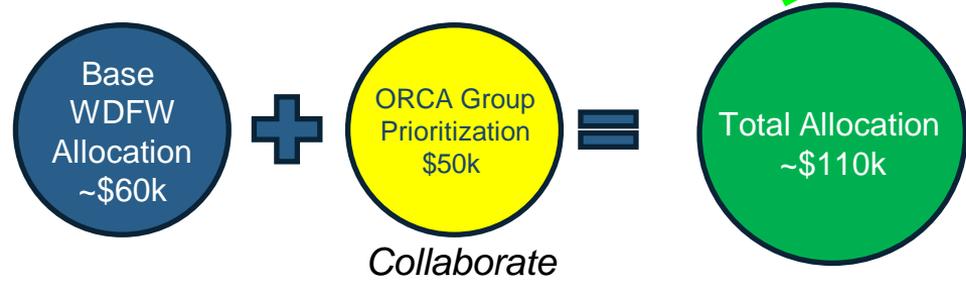
1. *Who* needs to follow current and new regulations
2. *What* the current and new regulations are
3. *When* the new regulations go into effect
4. *Where* the current and new regulations are enforced
5. *Why* the new regulations are being implemented
6. *How* to comply with the new regulations

Original ORCA Group Budget Approach

- The Department allocates ~\$60,000 each fiscal year to spend on SRKW/vessel-related communication efforts.
- The Legislature allocated an additional \$50,000 in each of FY24 and FY25 that would be prioritized by the ORCA Group.
- The ORCA Group ultimately influences \$100,000-worth of ~\$220,000 of communication investments by the Department in FY24-25.

Original ORCA Group Budget Approach

FY24 Investments



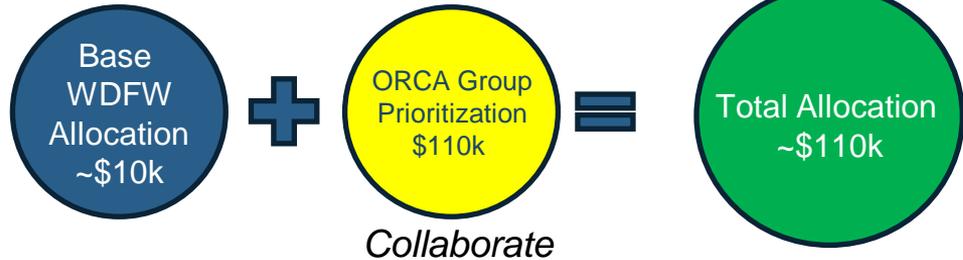
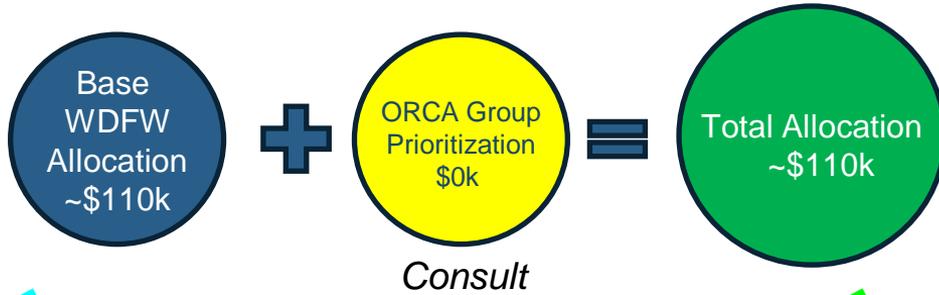
FY25 Investments

ORCA Group Budget **Option**

- WDFW spends \$110k (both base \$60k budget and \$50k allocated for ORCA Group engagement on its current FY2024 plan (**consult** with the ORCA Group)).
- The Department will reallocate \$50k of its base \$60,000 FY2025 budget to the \$50k that will be influenced by the ORCA Group.
- The ORCA Group will focus its **collaboration** on \$100k of communication investments in FY2025.

ORCA Group Budget Option

FY24 Investments



FY25 Investments

2024 Target Audience



Recreational Boaters



2024 Key Messages

(relevant until December 31, 2024)

What	<ul style="list-style-type: none">• Currently, vessels are required to stay 300 yards or more away from SRKW• Vessel regulations related to SRKW proximity are changing--all vessels will be required to stay 1,000 yards or more away from SRKW• If within this proximity by accident, all vessels will be required to travel away at a speed of 7 knots or less• If within 400 yards of SRKW, all vessels will be required to turn off the transmission (safety permitting)
When	<ul style="list-style-type: none">• New regulations go into effect on January 1, 2025
Where	<ul style="list-style-type: none">• All Washington waters
Why	<ul style="list-style-type: none">• The new vessel regulations will help reduce underwater vessel noise known to disrupt the foraging behavior of the endangered SRKW (one of three main threats to their recovery (along with prey availability and marine water quality)
How	<ul style="list-style-type: none">• [See FY24 Funding Proposal Table]

Follow the law to protect

Southern Resident killer whales



Slow Down

if you see a Whale Warning Flag or other signs that whales may be nearby such as



tail



fin



blow

and follow the required distance and speed limits shown in the graphic on the right.

Starting in 2025, boaters must stay 1000 yards away from Southern Resident killer whales.



1/2 nautical mile = roughly 1,000 yards

The laws apply to all motorized and non-motorized vessels, including kayaks, and violations can result in state fines of over \$500 (RCW 77.15.740)

For more information visit

www.bewhalewise.org



Report Violations:
1-800-853-1964
or online at
www.bewhalewise.org



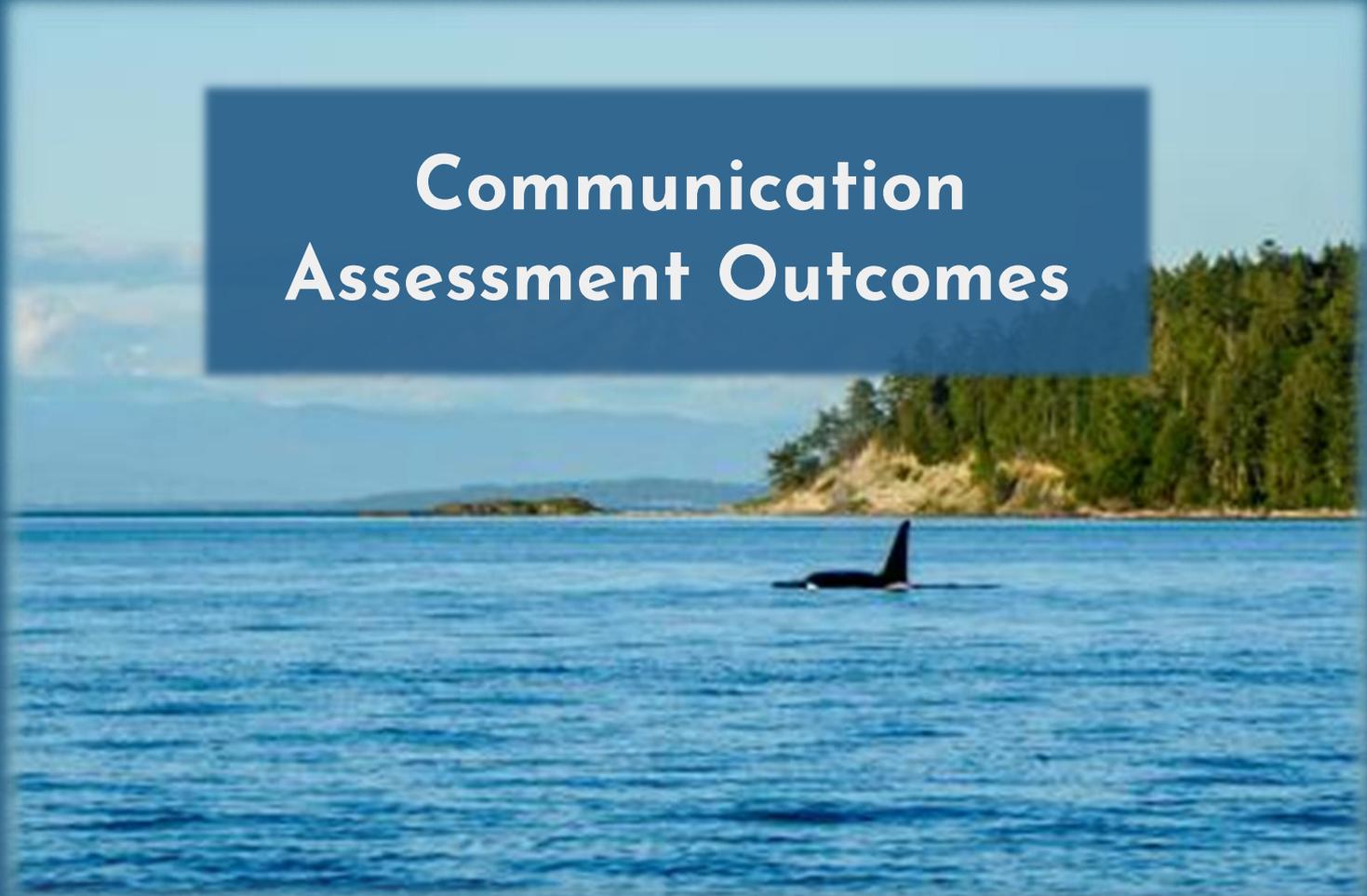


ORCA Group Feedback

What is your feedback
on WDFW's proposal for FY24
Communication Investments?

- Red flags?
- Missed opportunities?

Communication Assessment Outcomes



ORCA Group Members Have Great Ideas!

ng1

1. Help fill out the current communications table.

WHAT WDFW IS DOING
Current and Recent
Communications Efforts
by the Department

WHAT OTHERS ARE DOING
Current and Recent
Communications Efforts
by Other Parties

Communications Tactics

Target Audiences

Information Gaps/Questions Related to Current Efforts

2. Help make a list of all your communications ideas.

WHAT ELSE COULD
BE DONE?
ORCA Group Member Ideas

What audiences are gaps or opportunities
relative to current efforts?

WDFW's DRAFT 2025 SRKW/Vessel-related Communication Goal

(effective starting in 2025)

**Help boaters comply with the SRKW
1,000-yard setback and speed regulations**

This means boaters will understand five things:

1. *Who* needs to follow the new regulations.
2. *What* the new regulations are.
- ~~3. *When* the regulations go into effect.~~
4. *Where* the regulations are enforced.
5. *Why* the new regulations are being implemented.
6. *How* to comply with the new regulations.

FY2025 Target Audience



Recreational Boaters



2025 DRAFT Key Messages

What	<ul style="list-style-type: none">• Vessel regulations related to SRKW proximity have changed.• All vessels are required to stay 1,000 yards or more away from SRKW.• If within this proximity by accident, all vessels are required to travel away at a speed of 7 knots or less.• If within 400 yards of SRKW, all vessels are required to turn off the transmission (safety permitting).
Where	<ul style="list-style-type: none">• All Washington waters.
Why	<ul style="list-style-type: none">• The new vessel regulations will help reduce underwater vessel noise known to disrupt the foraging behavior of the endangered SRKW (one of three main threats to their recovery (along with prey availability and marine water quality))
How	<ul style="list-style-type: none">• [See FY2025 Funding Proposal Table]

10-minute Break



Recreational Boater Engagement Workshops



The ORCA Group already has a lot of information about recreational boaters!

- General boater information and profiles
- Typical engagement approaches and events
- Possible communication metrics (e.g., # of impressions on social media)
- Current education mechanisms and practices



Small Work
Group
Opportunity

Boater Engagement Workshops: Context

- WDFW plans to host two virtual 1.5-hour workshops (identical in nature) with the broader boater community.
- The workshops should support the Department and the ORCA Group in its deliberations related to SRKW/vessel-related communication investments.



**What do
YOU think?**

1. Workshop objectives?
2. Who is invited/how should we outreach?

Draft Workshop Objectives

1. Connect with peers in the region's boating community and learn more about WDFW's efforts to increase and improve communication with your group about SRKW issues and boating regulations.
 2. Provide valuable feedback about:
 - Your experience with WDFW communications in the past;
 - What efforts have been successful and what could be different; and
 - The best ways to effectively receive information in the future.
- 

Workshop Invitees

The Department's Vessel Adaptive Management team has relied on RBAW and NMTA to help distribute information to recreational boaters in the past.

- Who might be missing from these lists?
 - How might we change our distribution list for the boater workshops?
 - How might we conduct effective outreach for these workshops?
- 

2024 Southern Resident Killer Whale New Regulations Boater Workshops



Washington Department of
FISH & WILDLIFE

Calling All Puget Sound Boaters!

The Washington Department of Fish and Wildlife and its Orca Regulations Communications Advisory (ORCA) Group need your help in developing effective communication approaches to help boaters of all kinds navigate new regulations and best practices to help support Southern Resident killer whale (SRKW) recovery.

What's in it for you?

This is an opportunity to connect with boating peers in the region and provide valuable feedback about your experience with WDFW communications in the past and how the Department can effectively share information in the future with you and all kinds of boaters. Your contributions will help shape upcoming communications efforts related to the state's new regulations and SRKW recovery.

The workshops will have an identical format; no need to join both unless you want to!

New Regulations At-A-Glance:

- Recreational boaters must **stay 1,000 yards away from SRKW.**
- If within 1,000 yards of SRKW, boaters must move away at a speed of 7 knots or less.
- If within 400 yards of SKRW, boaters must disengage their transmission.
- Regulations do **not** go into effect until Jan. 1, 2025

Registration is required and very easy (it takes less than 30 seconds):

[CLICK HERE](#) to register for the May 22 workshop.
[CLICK HERE](#) to register for the June 4 workshop

For further information, please contact Aaron Provencio at aaron.provencio@dfw.wa.gov

Next Steps



Thank You!

Please email Shelby Thomas if you have questions
or follow-up thoughts.

stthomas@rossstrategic.com