



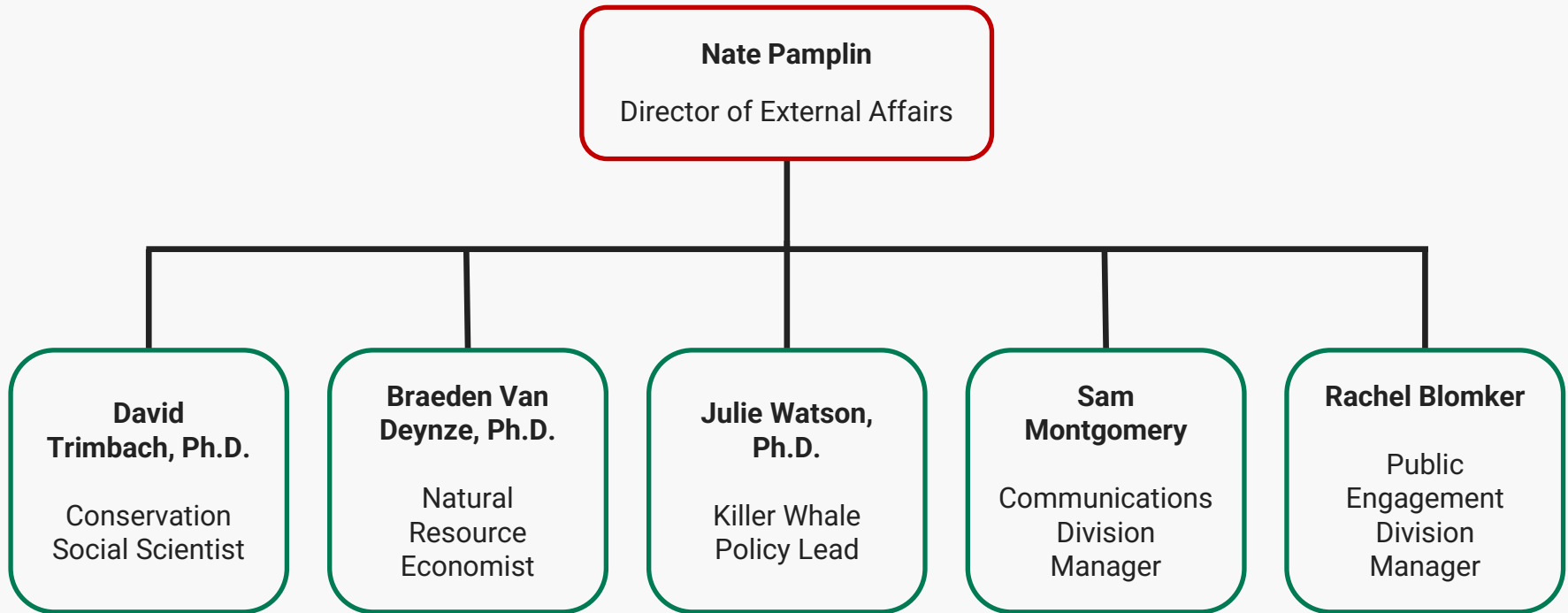
Communications and Public Engagement (CAPE) Update

June 20, 2024

FWC Big Tent Committee

Communications and Public Engagement

WDFW Director's Office



Nate Pamplin

Director of External Affairs

- CAPE administrator
- Tribal hunting
- Marine mammal policy
- Budget and Policy Advisory Group
- Intergovernmental forums
 - PSMFC, AFWA, WAFWA



Communications Division

- Communications managers and specialists
 - Program leads
 - Regional leads
 - Emphasis areas: biodiversity, toxics, SRKW, invasive species
 - Media relations
- Website management
- Graphic design
- Social media
- Video



Communications campaigns

- North of Falcon – Salmon Daily Digest
- Black bear coexistence
- Biodiversity video series – coming soon!
- Spring baby wildlife campaign
- Columbia River fisheries blogs/videos



The Washington Department of Fish and Wildlife's Fish Program Team and other agency staff from across Washington gather together one last time at the conclusion of the Pacific Fishery Management Council meetings on April 11, 2024, in Seattle.

Salmon Daily Digest

WDFW's regular update on the salmon fishing 2024–25 season setting process



The Washington Department of Fish and Wildlife
53 min read · Mar 1, 2024

2 1

A balancing act: Managing sustainable fisheries in the Columbia River



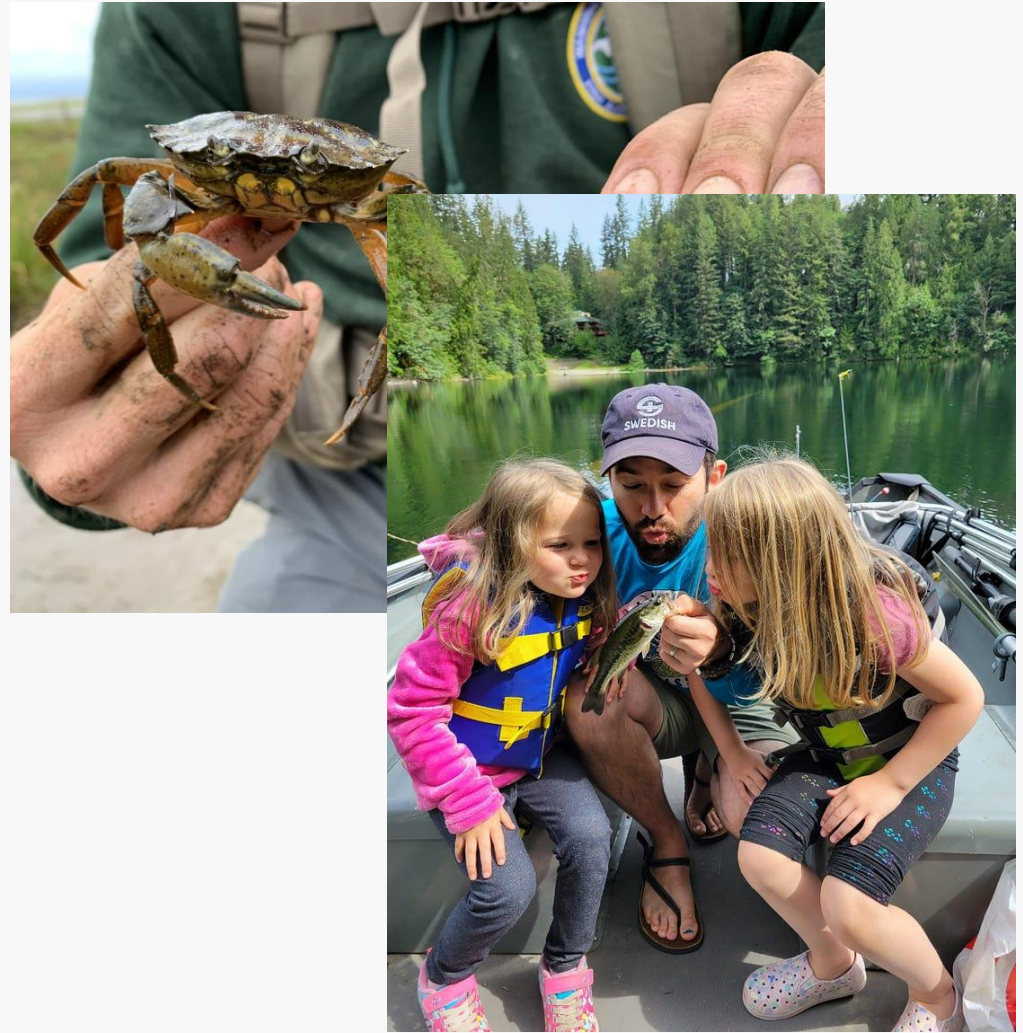
The Washington Department of Fish and Wildlife
6 min read · Mar 1, 2024

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Communications campaigns

- Trout Derby
- Free fishing weekend
- Be Whale Wise
- Pinto abalone outplanting video
- Columbia sharp-tailed grouse releases
- European Green Crab

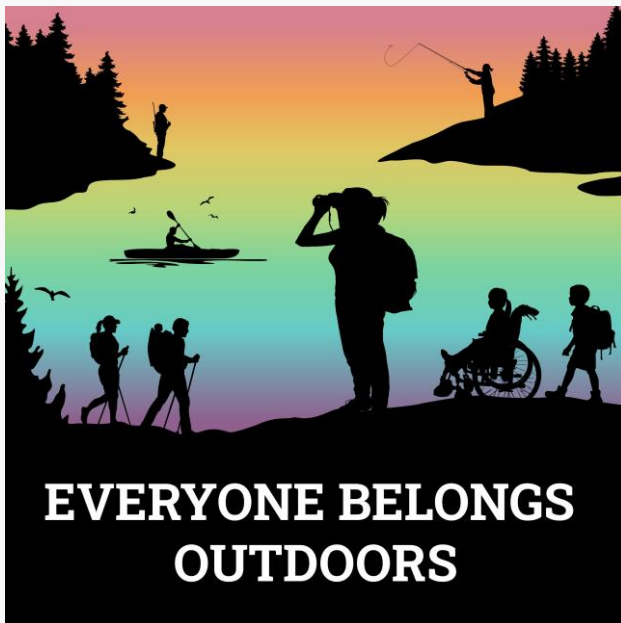


Graphics and branding

- New agency Style Guide
- Pride campaign
- Habitat at Home signage



WDFW Style Guide



Photos for communications



State of Washington ✓
Washington Department of Fish and Wildlife Communication... • 1 day ago

There's something so special about witnessing wildlife close to home — and this time of year, that can include seeing young wildlife. What happens, though, when you find wildlife offspring alone, with no adult to be found? What do you do? Should you intervene?

Every year, we receive calls from people who find young wildlife alone in nature and think they've been abandoned. Sometimes, concern for the young animal's wellbeing drives people to remove the wildlife from their habitat and bring it to a wildlife rehabilitator, or into their own home to try to raise it themselves.

Unfortunately, this "help" often does more harm than good. Just because wildlife babies are alone does not mean they need help! In most situations, wildlife - even young wildlife - found alone are happy and healthy, and do not need to be "rescued."

If you have found a wild animal in genuine need of care, call a wildlife rehabilitator as soon as possible and follow their instructions. Wildlife species differ widely in terms of their capture, care, and handling requirements. If you are not properly trained, you could make an animal's situation worse. Do not attempt to treat or raise a wild animal yourself - it's illegal.

Read our blog to learn more about what you should do if you encounter young wildlife, and when you should (and should not!) intervene:
<https://wdfw.wa.gov/wild-neighbor-what-to-do-if-you-encounter-young-wildlife-3f71cefaa139>

📷 A doe and fawn standing under a tree in a backyard. Photo by Paul Unke.

Posted to Subscribers of State of Washington

👍❤️😊 1,205 · 101,880 Impressions · Like · 123 Comments · Share

State of Washington ✓
Washington Department of Fish and Wildlife Communications T... • 14 May

If you live in Washington, chances are you live in bear country. Black bears may be present nearly anywhere in our state, including suburban areas and greenbelts. [See more](#)

Posted to Subscribers of State of Washington in 2 areas

👍❤️😊 83 · 26,918 Impressions · Like · 4 Comments · Share



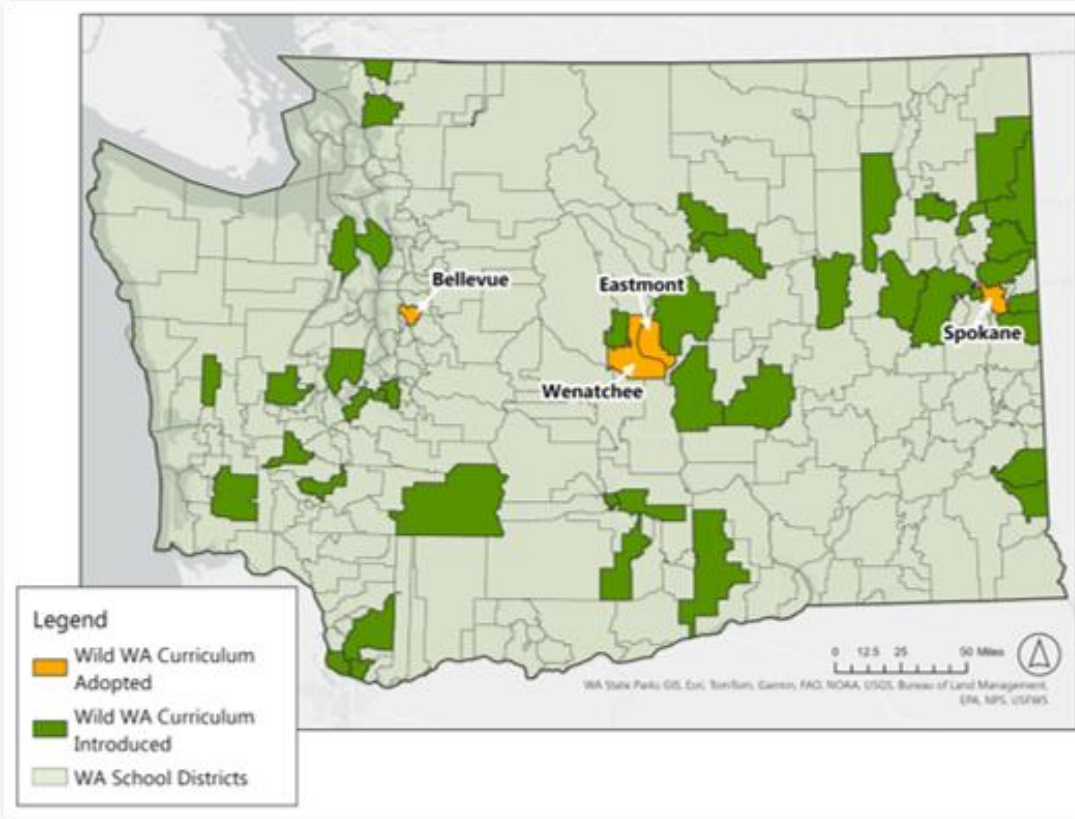
Public Engagement Team

- **Conservation Education**
 - Formal K-12 education – Wild Washington
 - Habitat at Home
 - Watchable Wildlife
- **Community Partnerships & Outreach**
- **Hunter Education & R3**
(Recruit – Retain – Reactivate)
- **Volunteer Program**
- **Marketing**



Wild Washington

K-12 education program



Wild Washington program reach



Teacher training workshop



Beebe Springs: Wild Washington Outdoor Classroom Pilot in Region 2



May 2024 Field Days



Habitat at Home

Habitat at Home Program has two parts:

1. Creates wildlife corridors through urban and suburban areas.
2. Supports human/wildlife coexistence and increases physical/mental wellbeing of participants.

Recent highlights

- Outreach at spring native plant sales in Western WA
- Wildlife speaker series and Habitat at Home workshops at urban libraries, schools, and colleges
- Pollinator garden creation with elementary school
- Indoor cats campaign
- Native plant seed distribution



Certified Habitat



New Community Habitat Sign



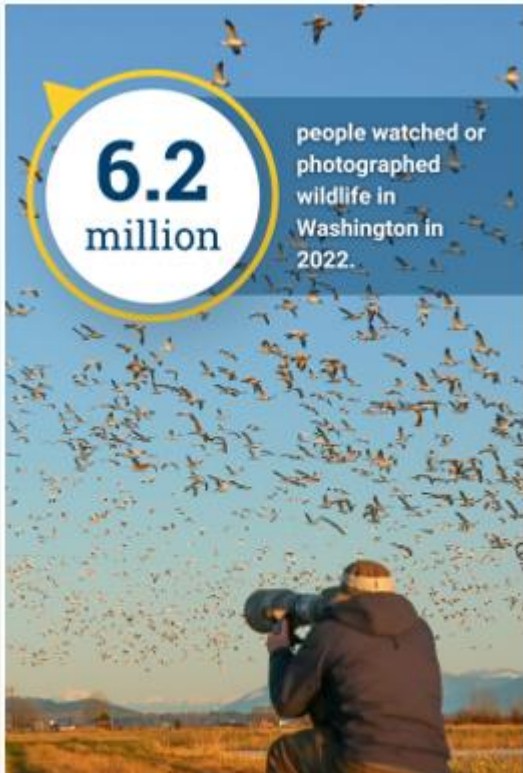
Species-specific additional certifications



Sticker



Watchable Wildlife



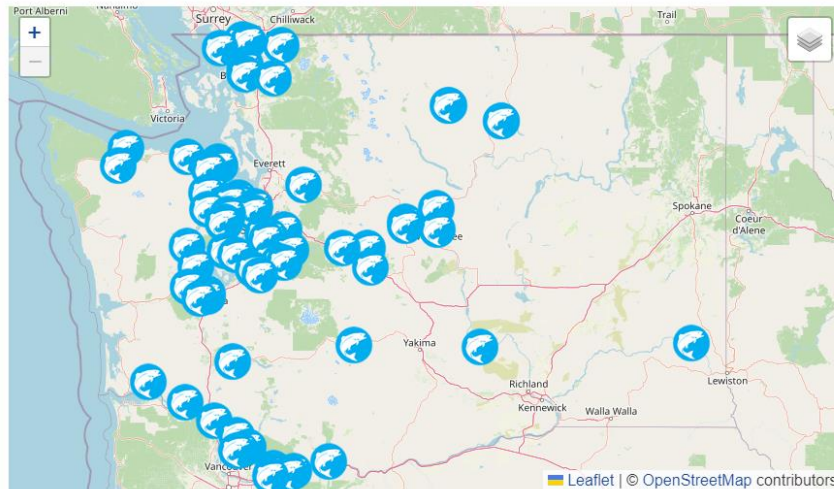
6.2 million

people watched or photographed wildlife in Washington in 2022.



Salmon Viewing Map

This list of locations on the map is not exhaustive. Different species of salmon migrate at varying times of year. Please respect park, trail, road, or river closures that may be in place for your safety and to protect fish, and do not trespass on private property. Be prepared when going to [view wildlife](#).



Community Partnerships & Outreach



FISH TACOMA!

with Tacoma Urban League

Free fishing event for children, families, and friends of the Tacoma Urban League

Sat. June 8, 2024
11 a.m. - 3 p.m.
Wapato Park in Tacoma
6500 S Sheridan Ave

Join us to:

- Practice casting
- Fish for rainbow trout
- Learn about conservation

Supported by:

- Washington Trails Association
- Habitat for Humanity
- Metro Parks Tacoma

*No fishing license required for kids ages 14 and under.



Strengthening partnerships:

- Tacoma Urban League
- Innovative Change Makers
- SeaPotential
- Campfire Coffee
- Outdoor Asian

Creating Outreach Tracking System for the Department with the following key features:

- Centralized data management to provide holistic view of WDFW's outreach efforts
- Geographic visualization to help identify underserved and/or excluded communities
- Attention to inclusion and accessibility
- Analytics and reporting tools



Hunter Education and R3



SPRING MENTORED TURKEY HUNT CAMP

WHEN: APRIL 21-23, 2023
CAMP BEAR PAW, NEWPORT WASHINGTON

REGISTRATION OPEN MARCH 10-APRIL 7
 FAMILIES AND FRIEND GROUPS ARE ENCOURAGED TO APPLY

REGISTER HERE

www.wa.certhunt.com

- LEARN TO HUNT**
Participants will learn to hunt turkeys in one weekend!
- MEALS PROVIDED**
All meals and drinks provided (plus gear giveaway!)
- PAIRED MENTORSHIP**
Participants are paired with a certified first-time/seasoned mentor
- FREE CAMPING**
Free family camping event for all ages and experience levels!

Thank you to our sponsors:



NATIONAL HUNTING & FISHING DAY

Washington Department of FISH & WILDLIFE

In 2023, we worked with 1,050 volunteer instructors to certify ~11,000 hunter education graduates.

Worked with partners to host several mentored hunts for deer, turkey, & pheasant.



Family Fishing Events



In the last two seasons, WDFW hosted nearly 30 family fishing events and reached ~**10,000 people**.

Partners include:

- City of Lacey
- City of Lakewood
- Clallam Bay Corrections
- Columbus Park
- Ducks Unlimited
- Federal Way Parks
- I'm Hooked Foundation
- Lewis County
- Mission Outdoors
- Outdoor Asian
- Panhandle Lake 4H Camp
- Puget Sound Anglers
- Southwest Boys & Girls Club
- Summit Lake Community Center
- Tacoma Urban League
- Tumwater Rotary
- Verle's LLC



Washington Department of FISH & WILDLIFE
Freshwater Fishing Basics

How to Tie Basic Fishing Knots

7 Slowly pull the knot tight

Easy to Set Up

Tackle Box Checklist

- Fishing line
- Bobbers
- Sinkers, to keep fishing line from twisting
- Leaders
- Sinkers
- Different sizes of hooks
- Pliers, to help remove hooks
- Stringer, to hold all the fish you catch
- Ruler/scale
- Flashlight
- First-aid kit
- Insect repellent
- Sunscreen

Request this information in an alternative format or language at afw@wa.gov or <http://accessibility.wa.gov>. accommodation, 800-855-1012, TTY (711), or Call@fish.wa.gov

Beginning Freshwater Fishing afw.wa.gov/afw/fishing www.wa.gov/beginning



Volunteer Program

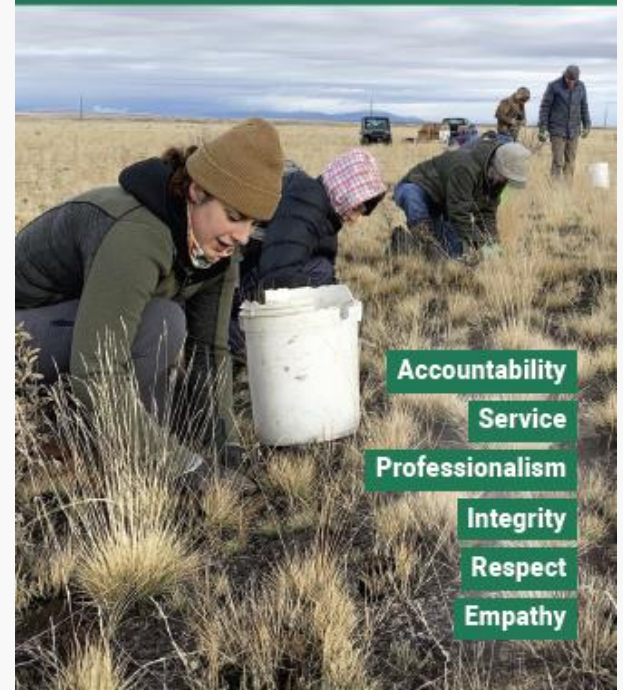


Washington Department of
FISH & WILDLIFE

Volunteer Opportunities with WDFW

The Washington Department of Fish and Wildlife (WDFW) welcomes volunteers of all abilities who want to contribute to conservation of fish, wildlife, and habitat.

Diverse volunteer opportunities are available, including projects on state wildlife areas and water access areas, habitat restoration projects, Hunter Education instruction, wildlife surveys, and assisting at outreach events.



Accountability

Service

Professionalism

Integrity

Respect

Empathy



Marketing

Recently completed campaigns:

- Razor clam
- Turkey Takeover on myWDFW.com
- Multi-season & special hunts

Current campaigns:

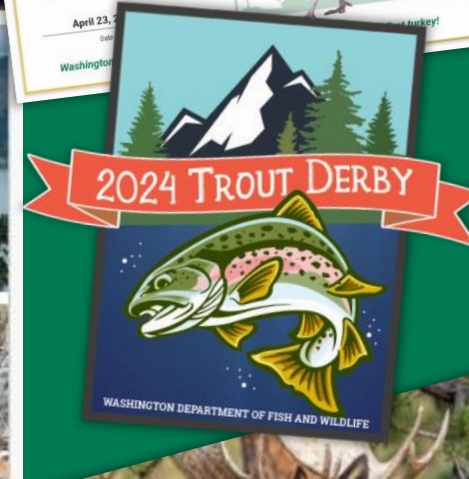
- Spring resident game bird (through June 30)
- 9th Annual Statewide Trout Derby (through Oct. 31)
- Outreach for new license requirements for smelt, carp, and crayfish
- Life Outdoors – ongoing
- www.myWDFW.com – ongoing

Next up:

- Bass Week (July 8-12)
- Fall resident game bird
- MyWDFW mobile app
- Big game processing how-to video series

Paid advertising:

- Northwest Reel Life Magazine
- Parent Map (print/digital)
- The Reel News (print/digital)
- Northwest Sportsman Magazine
- Facebook/Instagram



Conservation Social Science

- Public Comment Assessment Project completed and new cross-agency Public Comment group launched
- Survey of shrubsteppe perspectives
- New content and value added to the budget development process
 - Environmental Justice
 - DEI
- Innovator's Award awarded to DEI Data Analyst for Outreach Tracking System and Washington Demographics Dashboard

Public Comment Assessment Report Understanding Public Comment to Enhance Agency Procedures and Public Engagement



Authors: David J. Trimbach, Ph.D., Scott Bird, Cristina Rodriguez, and Rachel Blomker



April 10, 2024



Natural Resource Economics

Tracking recreation participation, spending, and preferences

- Published report on USFWS data in January
- Supplemental report on recreational shellfishing
- Developing expanded public lands visitation models based on mobile device data with DNR and State Parks
- Analyzing results of R4 Freshwater Recreation Demand Survey to support water access area planning



Plus other activities supporting...

- Commercial fisheries planning
- Elk hoof disease harvest incentives
- Cost-effectiveness tracking for stewardship of agency lands
- Financial incentive structures for shoreline habitat restoration



Southern Resident Orca Recovery

Implementation of SB 5371

Orca Regulations
Communications Advisory Group
(ORCA Group)

Social Marketing Research

Awarded NOAA Section 6 grant
for Soundwatch

Second Vessel Adaptive
Management Report (due to
Legislature in November 2024)





Questions?