

Orca Regulations Communications Advisory (ORCA) Group

Meeting 3 Objectives and Agenda

Photo credit: Bureau of Land Management via WA Sea Grant

Meeting 3 Details

Date Monday, June 10, 2024
 Time 9:00 AM – 12:00 PM, PDT
 Location [Zoom Webinar Registration Link](#)

Meeting 3 Objectives for ORCA Group Members

1. Learn more about recreational boater target audience via presentation and Q+A with Recreational Boater Working Group.
 - a. Consider small working group opportunities between Meetings 3 and 4.
2. Determine ORCA Group approach to identifying communication priorities for the Department to consider between July 1, 2024, and June 30, 2025 (FY2025).
3. Provide feedback on boater engagement workshop engagement tactics.

3-hour Agenda

Time	Topic	Related Objective	Lead
9:00 AM 20 minutes	Welcome <ul style="list-style-type: none"> • Settle in • Round-robin salutations • Meeting objectives and agenda overview • 10-minute public comment period 	-	Ross Strategic
9:20 AM 40 minutes	Working Group Updates <ul style="list-style-type: none"> • Recreational Boaters • Other work group opportunities 	1	Ross Strategic and ORCA Group Members
10:00 AM 20 minutes	Presentation: C+C Social Marketing Research <ul style="list-style-type: none"> • Overview and preliminary findings (if available) • Q+A 	1	C+C
10:20 AM 10 minutes	10-minute Break	-	-
10:30 AM 60 minutes	Preliminary FY2025 Communication Objectives and Messages	2	Ross Strategic
11:30 AM 20 minutes	Recreational Boater Engagement Workshops <ul style="list-style-type: none"> • June workshop engagement tactics 	3	Ross Strategic
11:50 AM 10 minutes	Next Steps <ul style="list-style-type: none"> • Upcoming ORCA Group meetings and small work group meetings (if needed) 	-	Ross Strategic
12:00 PM	Adjourn	-	-

Meeting 3 Materials/Resources

- Useful links:
 - [Washington Senate Bill 5371](#)
 - [WDFW ORCA Group website](#)
 - [WDFW Advisory Member Handbook](#)