



No more “best kept secret”



Washington State  
Conservation Commission



**CONSERVATION DISTRICTS**  
OF WASHINGTON STATE

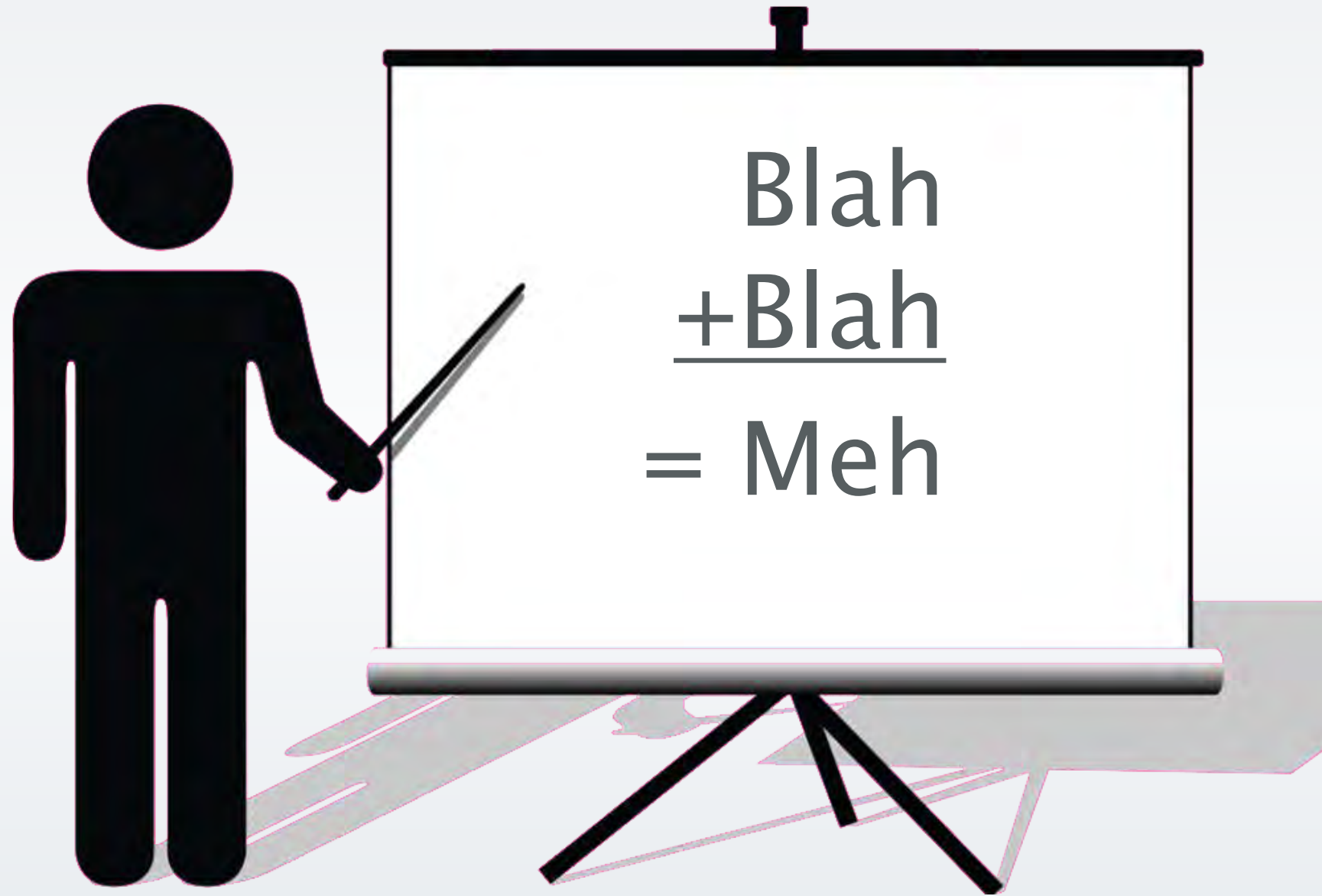
*your window to healthy lands*

**Building capacity and coordination to  
market conservation districts**

Laura Johnson, Communications Coordinator  
Washington State Conservation Commission

## Covering today:


- Marketing goals and challenges
- “Building blocks” (leveraging assets)
- Resources Washington State has to share and what’s in the works







*“What’s your dream  
conservation district  
marketing program?”*



*“No more best kept secret—  
Commission, Association, and all  
CDs have tools and coordination  
needed to tell our story!”*

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*Hire state  
Communications  
Coordinator*

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*Hire state  
Communications  
Coordinator*

*Develop  
unified brand  
and messaging*







*“No more best kept secret—  
Commission, Association, and all  
CDs have tools and coordination  
needed to tell our story!”*



Hire state  
Communications  
Coordinator



Develop and share  
communication  
resources/templates



Develop  
unified brand  
and messaging



*“What are the challenges to achieving your dream marketing program?”*





# Our main challenges:































# Our main challenges:





What “building blocks” did we have to help overcome our challenges?

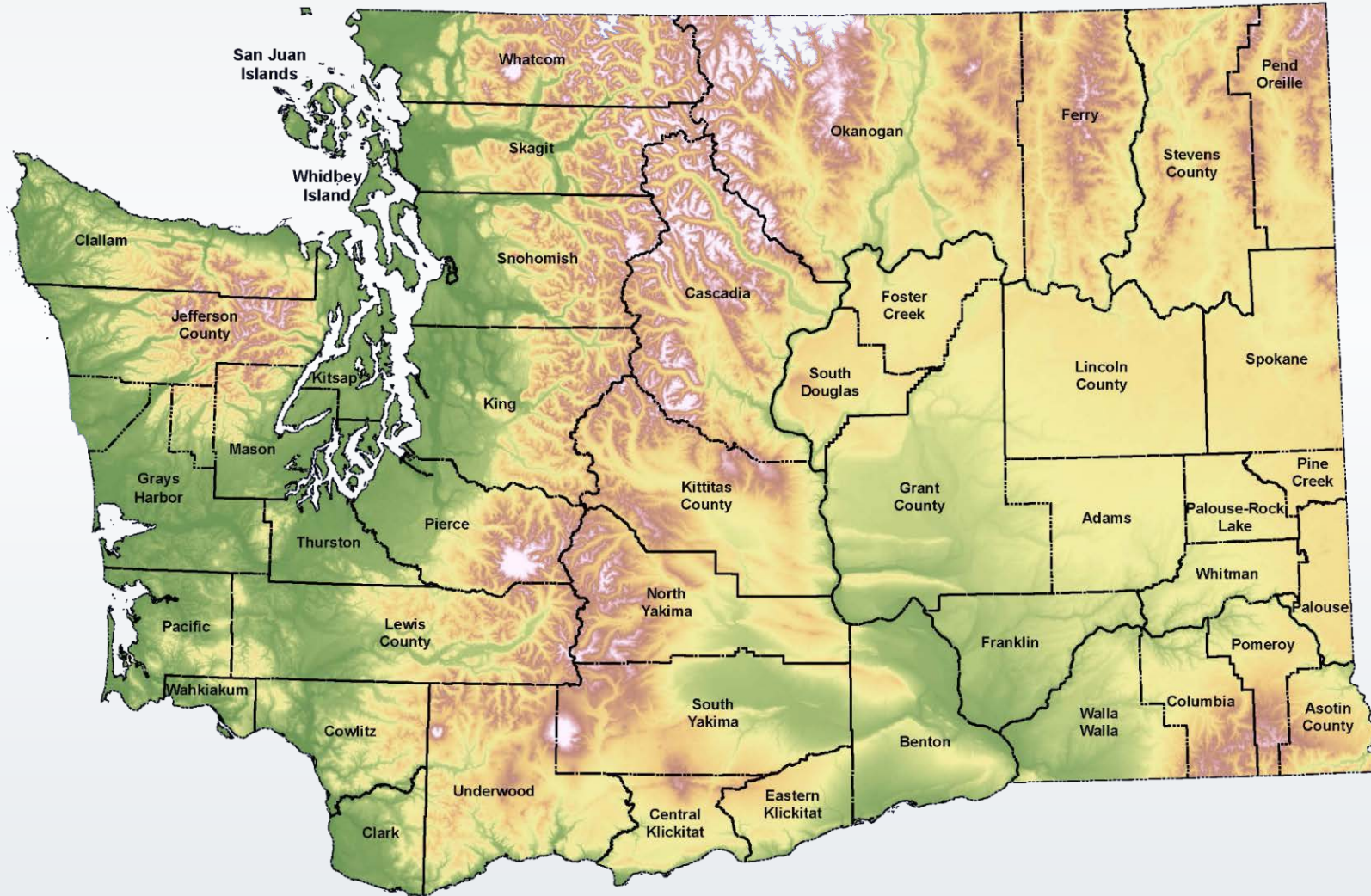




Our diversity makes us stronger



# 45 Conservation Districts



Five board supervisors

Staff = 1-20+



- Technology
- Skilled staff/supervisors
- Passion = priority
- Willingness to share
- Capacity at Conservation Commission
- Strength in numbers
- Common goals



**What we built...**

# What we built...



Communications, Partnership, and  
Outreach (CPO) Group



# CPO Membership

12-15 CD staff/supervisors representing every:

- Geographic region
- Capacity level
- Landowner/land user

Association rep

Conservation Commission Communications Coordinator  
and Regional Manager



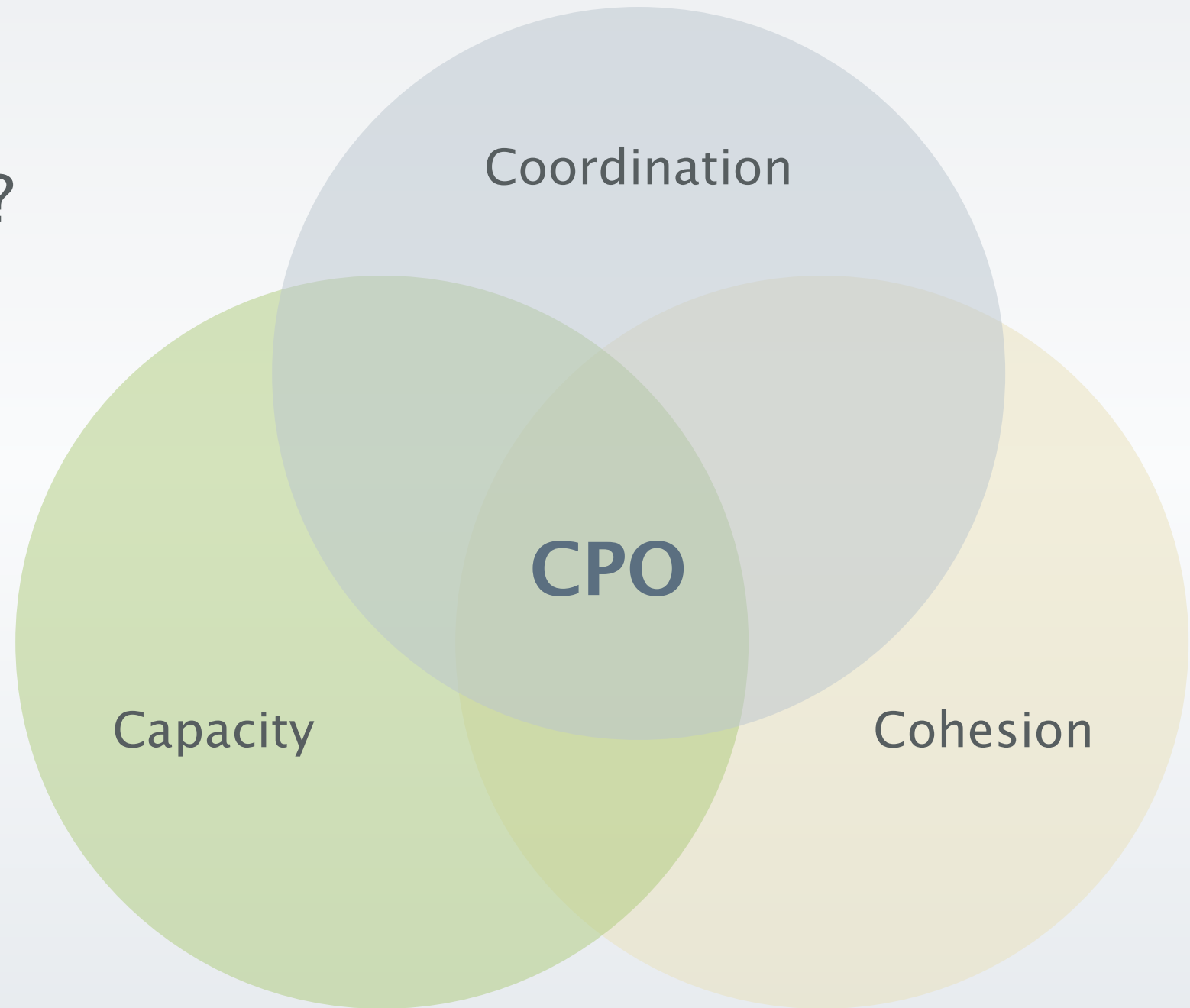
# CPO Meeting / Process

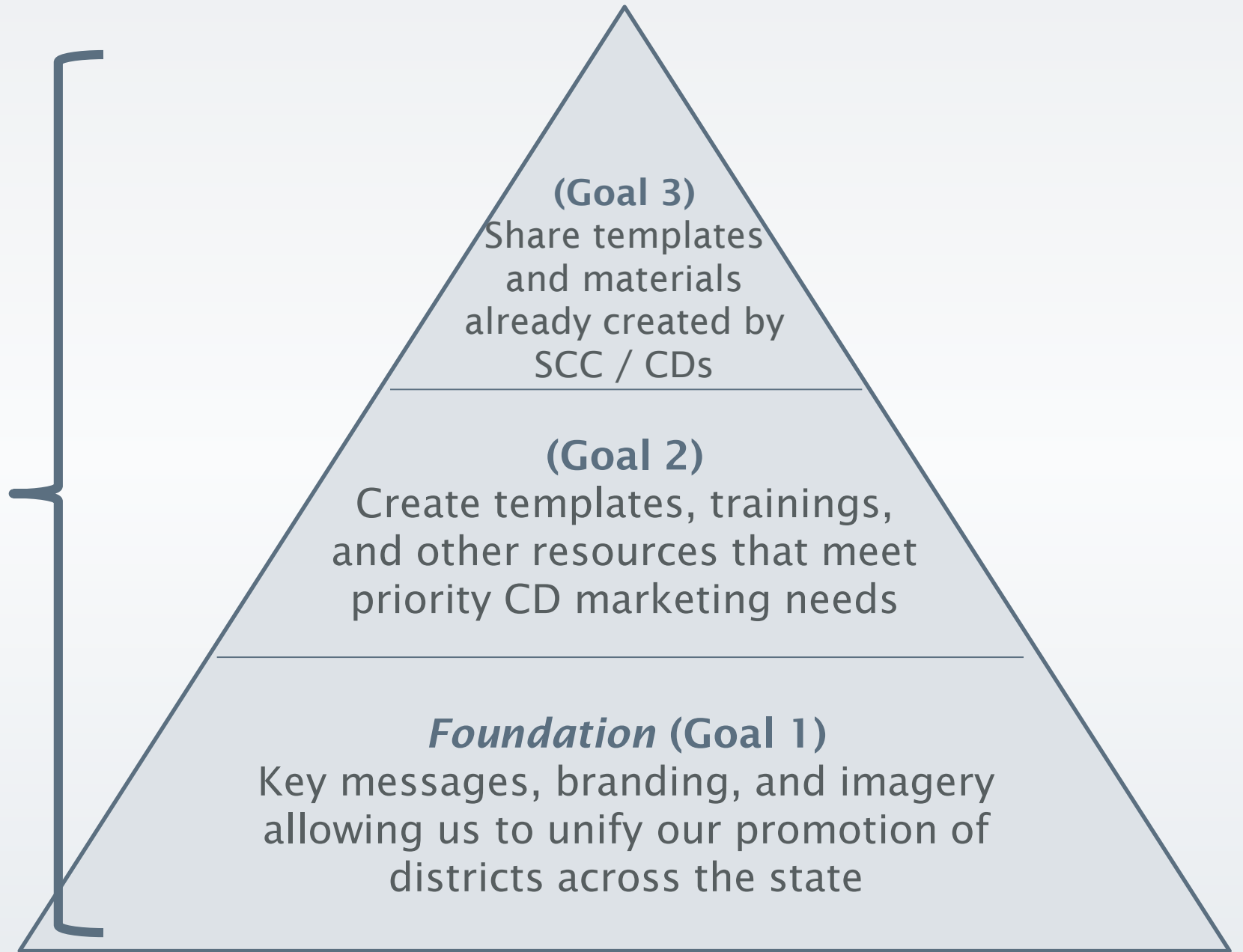
- Monthly web meetings (4th Tues)
- CDs set priorities/plan
- Form subcommittees to work on projects, as needed
- Strive for consensus decision-making





Sooo...  
what'd we do?







# pla · gia · rism

/ˈplæje rizem/

The practice of taking someone else's work or ideas and using them as one's own.



# pla · gia · rism

/ˈplæje rizem/

The practice of taking someone else's work or ideas and using them as one's own.





# scc.wa.gov/marketing-toolkit

## Marketing Toolkit

Resources on this page are designed to help Washington conservation districts market their services and work. You'll find templates, guidance, and products to help tell the story of voluntary conservation and promote a unified brand for Washington conservation districts.

- Products are free for Washington conservation districts to use in accordance with Brand Guidelines.
- Please [submit ideas](#) for marketing products you'd like added to the toolkit.
- More information: [watch the Introduction to the Conservation District Marketing Toolkit webinar \(2.19.15\)](#) or [view webinar slides](#).

 Brand guidelines	 <p><b>10 Ways Conservation Districts Can Help You</b> - (half-page) List of common services offered by Washington's conservation districts.</p>
 Campaigns and engagement	 <p><b>About Conservation Districts:</b> (11x17 folded) Includes key messages about CDs and three sections to customize with your own district-</p>
 Color palette	
 <b>Fact sheets / templates</b>	
 Infographics / data visuals	

COLORS



# CONSERVATION DISTRICTS OF WASHINGTON STATE

*your window to healthy lands*

## BRAND GUIDELINES

Washington State Conservation Districts

Find conservation district branding tools plus additional resources and tips on the **Marketing Toolkit and Resources** page of the Washington State Conservation Commission website: <http://scc.wa.gov/marketing-toolkit/>.

LAST UPDATED: June 2016

Branding (color palette, logo)

# 10 WAYS Conservation Districts can help you:



1) They offer **cost-share programs** that help landowners pay for eligible conservation projects.



2) They offer assistance with **livestock and nutrient management**, including with manure storage, heavy use areas, and fencing.



3) They're a local source of information about **farm bill programs** and other financial assistance available for conservation work.



4) They can help with **water conservation**. Many offer incentives for irrigation management and system efficiency upgrades.



5) They can help you support **forest health** through forest planning, and some offer on-site assessments of wildfire risk.



6) They offer **solutions for managing waterfront property**, such as planting vegetation along streambanks to reduce erosion.



7) They help **preserve farmland** by connecting you to resources for estate planning, agricultural easements, and market opportunities.



8) They offer **soil health** services, including soil testing and erosion control. Some districts even offer low-cost rentals of no-till drills.



9) They can help **save energy** on your farm by assessing ways to improve efficiency, and some offer help with equipment upgrades.



10) They offer help with **noxious weed management**, and many conservation districts host annual native plant sales.



CONSERVATION DISTRICTS  
OF WASHINGTON STATE

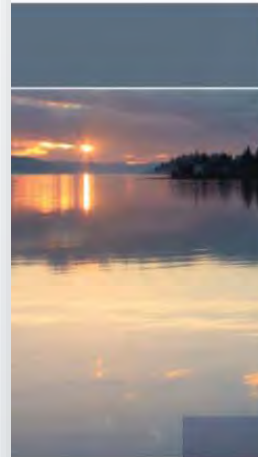
*your window to healthy lands*

Conservation district services are **voluntary, completed at the request of and in coordination with landowners.**

Services vary by location.

# CD fact sheets, templates

*No two communities are alike. When someone asks a conservation district for assistance, we listen carefully and tailor our voluntary programs and services to address the situation at hand.*



Our staff spend most of their time in the field providing non-regulatory services backed by rigorous training and hands-on experience. We love what we do.



## Spokane Conservation District - Your local partner

The Spokane Conservation District (SCD) has been active in the Spokane-area since the 1940s, teaching and facilitating sustainable land use and conservation practices to meet current needs while also planning resource use for the future.

We currently serve the citizens and resources of Spokane County, excluding Deer Park, and we work across county lines through the use of Memorandums of Understanding.

There are nearly 3,000 conservation districts nationwide. Conservation districts typically operate under the following general principles:

- Conservation should be led by local citizens.
- The final responsibility for conservation lies with the landowner.
- Conservation districts are responsive to landowners, operators, and the community as a whole.
- The best agricultural land should be maintained for agriculture.

Local people work at each of Washington's 45 conservation districts. Helping our friends and neighbors keep their lands vibrant and fertile supports the quality of life we all hold dear.

# EXPERTISE



## Funding for technical assistance: What is it for, and why is it important?



### Technical assistance is the foundation for all conservation projects.

- ▶ It refers to the relationship-building, coordination, and expertise that's needed to develop successful projects that conserve our natural resources.

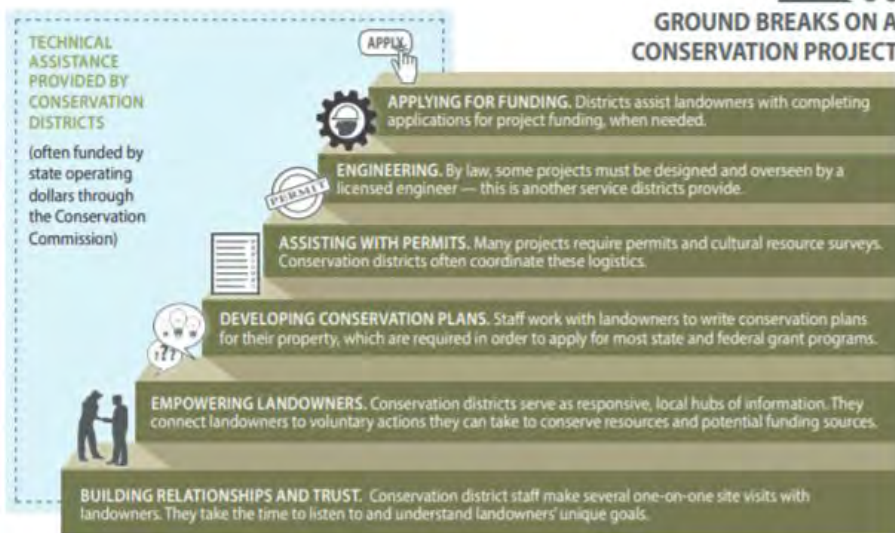
### The most important and time-consuming part of a conservation project is the technical assistance that conservation districts must provide before breaking ground.

- ▶ While project construction is funded by capital dollars, conservation districts rely on state operating dollars from the Washington State Conservation Commission to pay for technical assistance.
- ▶ Partner coordination, logistics, and technical design can take up to 3-5 years, depending on the size and complexity of the project.

### Technical assistance steps that are required before conservation project construction begins...



#### GROUND BREAKS ON A CONSERVATION PROJECT



Conservation districts are trusted, locally led hubs of natural resource expertise and support that empower Washingtonians to voluntarily practice conservation on their properties. Learn more: [scc.wa.gov/about\\_conservationdistricts](http://scc.wa.gov/about_conservationdistricts)



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## Technical assistance steps that are required before conservation project construction begins...



## GROUND BREAKS ON A CONSERVATION PROJECT



# KEY MESSAGES FOR CONSERVATION DISTRICTS



CONSERVATION DISTRICTS  
OF WASHINGTON STATE  
*your window to healthy lands*

## TALKING POINTS: VOLUNTARY CONSERVATION PROGRAMS

*These talking points were developed at the request of conservation districts and are designed to help districts provide clear, unified messaging about voluntary / incentive conservation programs. Please feel free to tailor messages to better suit your district.*

Voluntary / incentive programs engage private landowners as partners in stewardship.

- With over half the land base of Washington in private ownership, private landowners are a crucial partner in conservation.
- Incentives spark eager landowner participation, rather than triggering disputes and conflict.
- Following positive experiences with these programs, many landowners become spokespeople for conservation, generating positive social pressure to practice resource stewardship.

Voluntary / incentive programs are farm-friendly, which is good for the economy and the environment.\*

- The food and agriculture industry represents 13 percent of our state economy (\$49 billion) and employs over 160,000 people. (<http://agr.wa.gov/aginwa/>)
- Some conservation practices are cost-prohibitive for the average farmer — small farms account for the majority of Washington agriculture, and nearly 85 percent of farms have sales under \$100,000. (<https://pubs.wsu.edu/DisplayImage.aspx?ProductID=15562&size=original>)
- Incentives provide a business opportunity, rather than a business risk, during a time when farms are already under threat — over the last 30 years, Washington lost over 1 million acres of farmland. (<http://198.57.168.160/~wccaf/wp-content/uploads/2016/01/2015-Final-Indicators-Report.pdf>, p 6)
- Farmers are involved in voluntary conservation planning and implementation, ensuring that solutions keep their operation in business and take care of the environment.
- Farmland provides habitat and migration corridors for wildlife, as opposed to habitat loss and segregation that occurs with development.
- Healthy topsoil and vegetation help protect water quality by filtering pollutants from surface and ground water.

Voluntary / incentive programs are effective.

- In 2015, the US Fish and Wildlife Service determined that ESA-listing of Greater Sage-grouse is not warranted, largely due to voluntary conservation efforts implemented by federal, state, and private landowners. (<https://www.doi.gov/pressreleases/historic-conservation-campaign-protects-greater-sage-grouse>)
- Over 1,200 acres of shellfish harvest area has been upgraded in Dungeness Bay as a result of a coordinated, voluntary effort to identify and correct sources of water pollution. (<http://www.sequimgazette.com/news/335177631.html> - Clallam CD lead partner in this effort)



## WORKSHEET: CAPTURING EFFECTIVE TESTIMONIALS FROM LANDOWNERS AND PARTNERS

Testimonials from landowners and partner organizations can be effective ways for legislators to hear about the value and need for conservation district services. This worksheet was created at the request of districts to provide guidance on how to capture and share effective testimonials.

### A: Getting started – what's your story?

Before deciding what kind of testimonials your district will capture and from whom, define what story you want to tell.

**WHAT IS THE MAIN THEME OF YOUR STORY?** This can be:

- A strong “take-home message” (e.g. *You don't have to choose between supporting the environment and supporting agriculture — by investing in conservation districts, you're ensuring the viability of both*), or
- A natural resource or service theme (e.g. *Expanding conservation districts' proven-successful, voluntary services is an effective, efficient path to improve water quality.*)

Theme:

**WHO WILL TELL YOUR STORY?** Answer the following questions to identify landowners and representatives from partner entities who could be spokespeople that provide testimonials that support your theme. Think of their testimonials as paragraphs or chapters of your story that prove your identified theme.



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### A: Getting started – what's your story?

Before deciding what kind of testimonials your district would like to tell

#### WHAT IS THE MAIN THEME OF YOUR STORY? The

- A strong "take-home message" (e.g. *You don't have to give up supporting agriculture — by investing in conservation.*)
- A natural resource or service theme (e.g. *Expanding conservation services is an effective, efficient path to improve water.*)

Theme:

**WHO WILL TELL YOUR STORY?** Answer the following questions from partner entities who could be spokespeople that provide their testimonials as paragraphs or chapters of your story that prove your identified theme.

**HOW DO YOU DRAW OUT THE STORY?** Encourage spokespeople to answer key questions in their testimonials. These questions can be shared with spokespeople as suggested talking points to address in their letter, in-person meeting, or presentation, or as the questions you ask them during a video interview.

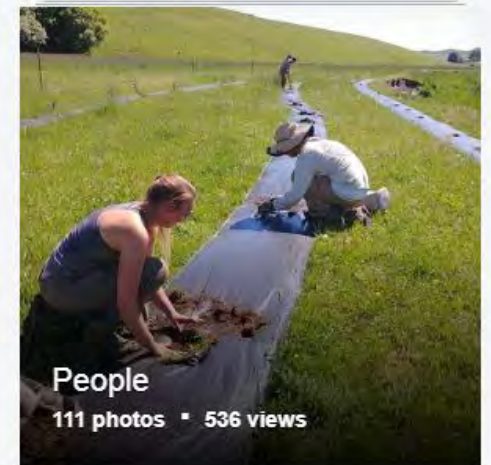
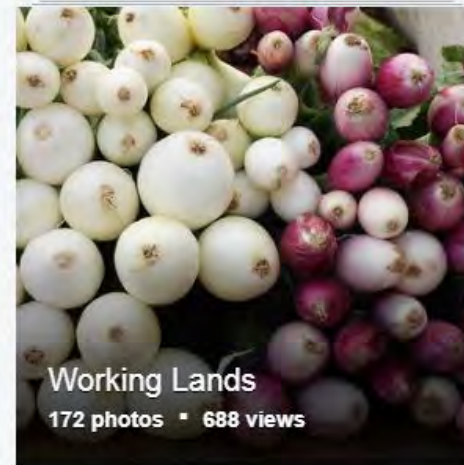
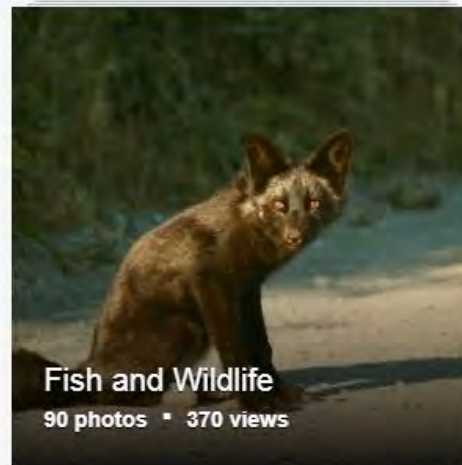
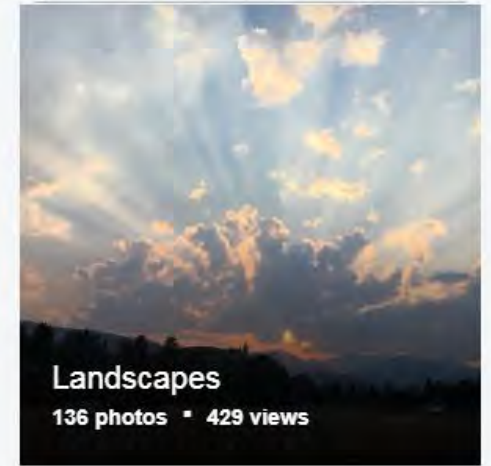
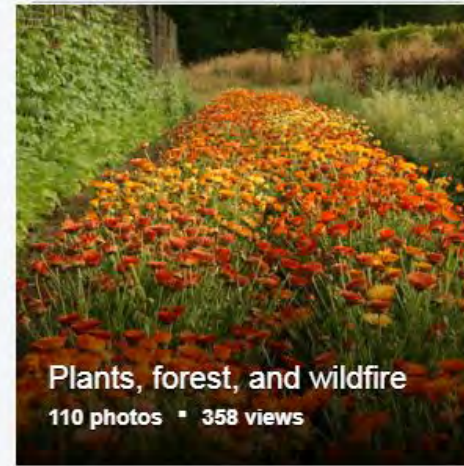
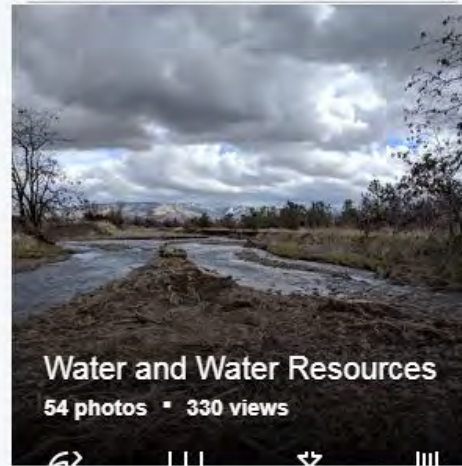
#### Examples of key questions:

- 1) What problem(s)/issue(s) were you experiencing that led you to contact the conservation district?
- 2) Had you previously tried anything else to solve the problem? If so, what?
- 3) Why did you choose to contact the conservation district, rather than a different entity or organization?
- 4) What was the result of the conservation district's program(s)/service(s)? (*Encourage specifics. Rather than "we saw a big improvement in salmon habitat," ask the landowner or partner to state exactly what the improvement was, such as "we witnessed salmon migrating up our stream for the first time in x years..."*)
- 5) How did the conservation district's service(s) help meet your objectives for your property?
- 6) What word or phrase best describes your relationship with the district, and why?
- 7) What specific feature did you like most about working with the conservation district?
- 8) If someone called you and said, "Why should I support conservation districts," what would you tell them?
- 9) Would you consider working with us again? If so, on what kind of project?
- 10) How would you describe the importance of voluntary and incentive-based conservation services and programs?



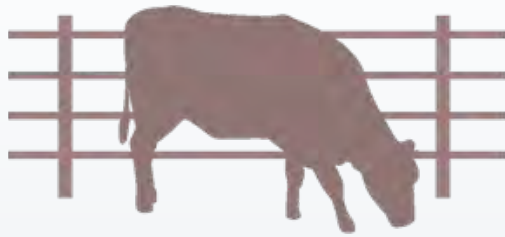
 New album  New collection View my collections

# Shared photo gallery





# Library of vector images / icons



# scc.wa.gov/marketing-toolkit

And more...

## Tips to engage elected officials and decision makers



It's crucial that conservation districts engage elected officials and other decision-makers who have influence on voluntary conservation efforts. Knowing how to engage with them can feel intimidating. Here are simple tips to help start and maintain effective relationships with key influencers of your work.

### WHY

#### ... engage elected officials and decision makers?

- ▶ **Establish trust.** Give them confidence in your credibility, honesty, and ability to provide factual information.
- ▶ **Demonstrate value.** Ensure they recognize the vital services your CD provides to their constituents. Provide examples and testimonials of your work.
- ▶ **Offer solutions.** Present CDs as "can do" entities that can help them be successful.

### HOW

#### ... do I engage them?

- ▶ **Meet for coffee or at their office** to introduce yourself and as a regular check-in.
- ▶ Invite them to **tours, open houses, annual meetings**, and other events (and include an invitation for them to speak).
- ▶ Subscribe to their **newsletter** and invite them to subscribe to yours.
- ▶ Invite them to write a **guest editorial** for your newsletter.
- ▶ Invite them to give a **presentation at a board meeting**.
- ▶ When in doubt, **ask them** how they would like to engage.

### WHAT

## Social Media: Best Management Practices

#### ❖ Establish a social media policy

Create either a broad social media policy or a tool-specific policy that addresses the following:

- Process for requesting / authorizing a district-sponsored social media account
- Account administration roles / responsibilities
- Risk management and permissions
- Method for capturing public records

[View an example of the draft SCC social media policy on page 3 of this document.](#)

#### ❖ Establish a procedure and mechanism for public records retention

As public entities, social media content is a public record for the purposes of [Chapter 40.14 RCW - Preservation and destruction of public records](#) when the content is 1) published and received by the conservation district, and 2) related to and used for the conduct of the district's business. The district is responsible for capturing electronic copies of its public records made or received using social media, including those records made or received using third-party websites.

- Tools and services exist to help you capture social media records (e.g., the SCC uses digi.me, formally called Social Safe). Visit the Washington Secretary of State Social Media Records webpage for examples of these tools and to view training videos about electronic records management: <http://www.sos.wa.gov/archives/RecordsManagement/Managing-Social-Media.aspx>.

## Media Release Checklist for Conservation Districts

✓	<b>Before writing the release:</b>
	<b>Identify outlets:</b> Research local and regional media outlets. Remember to consider non-traditional outlets, such as social media and blogs (e.g. <a href="#">Thurston Talk</a> , <a href="#">Whatcom Talk</a> ) and partner newsletters. If you're promoting an event, research event calendars through county chambers of commerce, visitor and tourism bureaus, newspapers, public radio, and allied partner websites and social media. <ul style="list-style-type: none"><li>• If your story / event is related to agriculture, consider emailing a submission to the Office of Farmland Preservation monthly newsletter (housed at the State Conservation Commission). Send submissions to <a href="mailto:ofp@scc.wa.gov">ofp@scc.wa.gov</a> by the 25<sup>th</sup> of the month, and put "Newsletter submission" in the subject line.</li></ul>
	<b>Know submission process:</b> Some media have electronic submission forms, a website or contact them directly so you know what works best.

**Contact: Name, Title**  
Tel. [xxx.xxx.xxxx](#)  
Email: [john@district.com](mailto:john@district.com)  
Address

Date:

**FOR IMMEDIATE RELEASE**

## Media Release

Main Title, keep it as short as possible  
*Subtitle Goes Here - should include hook or major selling point of the event*

LOCATION – Body of press release begins here. Get to the point immediately. What is the take-away message from the story?

Second paragraph: provide details / facts that explain why the reader should care and continue reading (e.g. notable statistics/figures, tie to local issues).

Third – Last paragraphs: As concisely as possible, tell the remainder of your story, highlighting how this story impacts/benefits the audience, any ties to relevant community issues/topics, and include quotes.

**About Random Conservation District**

[Include a 3-4 line description of your conservation district and the unique services you provide. The last line should be: To learn more, visit [www.randomcd.com](http://www.randomcd.com), or call us at xxx.xxx.xxxx]

(PLACE YOUR DISTRICT LOGO OR NAME HERE)

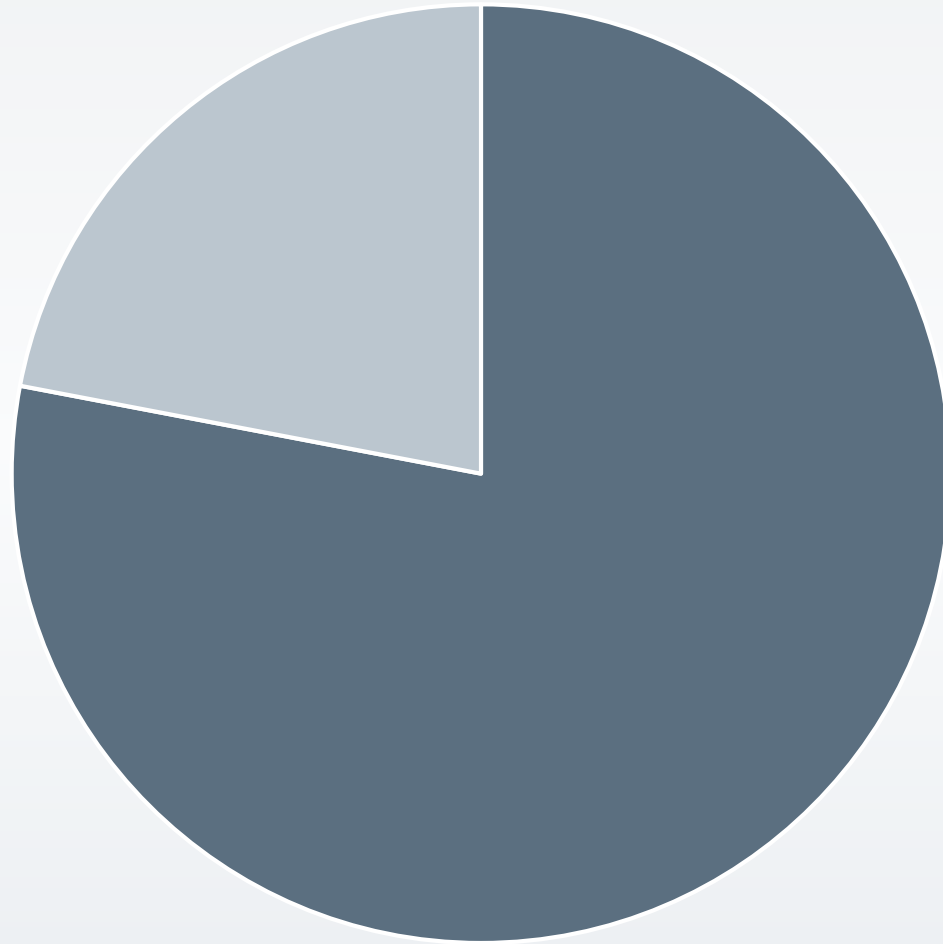
# ... and an internal communications/outreach directory

CD STAFF DIRECTORY - COMMUNICATION/EDUCATION/OUTREACH (Fall 2019)						
Experience / Training:	Name	District / SCC	Role	Email	Phone	Able to outsource to other districts?
Adobe Creative	Alicia McClendon	SCC	Administrative Assistant	<a href="mailto:amccclendon@scc.wa.gov">amccclendon@scc.wa.gov</a>	360-407-6200	
Adobe Creative	Amanda L Newell	Cascadia	Education and Outreach Specialist	<a href="mailto:amandal@cascadiacd.org">amandal@cascadiacd.org</a>	509-436-1601	Yes
Adobe Creative	Ashley Smithers	Clark	Resource Specialist	<a href="mailto:asmithers@clarkcd.org">asmithers@clarkcd.org</a>	360-859-4782	
Adobe Creative	Kailyn Wentz	Snohomish	Design and Media Specialist	<a href="mailto:kailyn@snohomishcd.org">kailyn@snohomishcd.org</a>	425-377-7016	
Adobe Creative	Ken Muir	Cascadia	Project Coordinator II	<a href="mailto:kenm@cascadiacd.org">kenm@cascadiacd.org</a>	509-436-1601	Yes
Adobe Creative	Laura Johnson	SCC	Communications Coordinator	<a href="mailto:ljohnson@scc.wa.gov">ljohnson@scc.wa.gov</a>	360-407-6936	
Adobe Creative	Liz Clark	King	Project Coordinator, Engagement	<a href="mailto:elizabeth.clark@kingcd.org">elizabeth.clark@kingcd.org</a>	425-282-1901	
Adult education programs	Brandy Reed	King	Education Programs Manager	<a href="mailto:brandy.reed@kingcd.org">brandy.reed@kingcd.org</a>	425.282.1924	
Adult education programs	Gwen Vernon	King	Education Programs Manager	<a href="mailto:gwen.vernon@Kingcd.org">gwen.vernon@Kingcd.org</a>	425-282-1910	
Adult education programs	Kelsi Mottet	Whidbey Island	Marketing, Education, and Outreach Coordinator	<a href="mailto:kelsi@whidbeycd.org">kelsi@whidbeycd.org</a>	360-678-4708	Maybe
Adult education programs	Kristi Carpenter	Skagit	Public Information and Education Coordinator	<a href="mailto:kristi@skagitcd.org">kristi@skagitcd.org</a>	360-428-4313	Yes
Adult education programs	Lois Ruskell	Snohomish	Public Relations Coordinator	<a href="mailto:lois@snohomishcd.org">lois@snohomishcd.org</a>	425-377-7020	Yes
Adult education programs	Nikki Wolf	King	Interim Education Programs Manager	<a href="mailto:nikki.wolf@Kingcd.org">nikki.wolf@Kingcd.org</a>	425-282-1909	Yes
Adult education programs	Nora White	Thurston	Education and Outreach Coordinator	<a href="mailto:nwhite@thurstoncd.com">nwhite@thurstoncd.com</a>	360-754-3588 x105	
Adult education programs	Sarah Moorehead	Thurston	Executive Director	<a href="mailto:SMoorehead@thurstoncd.com">SMoorehead@thurstoncd.com</a>	360-754-3588 x136	
Alternative Education	Dana Bowers	Stevens County	Project Coordinator	<a href="mailto:dbowers@co.stevens.wa.us">dbowers@co.stevens.wa.us</a>	509-685-0937 x101	
Americorps partnerships	Nikki Wolf	King	Interim Education Programs Manager	<a href="mailto:nikki.wolf@Kingcd.org">nikki.wolf@Kingcd.org</a>	425-282-1909	Yes
Americorps partnerships	Sarah Moorehead	Thurston	Executive Director	<a href="mailto:SMoorehead@thurstoncd.com">SMoorehead@thurstoncd.com</a>	360-754-3588 x136	
Backyard conservation courses	Kelsi Mottet	Whidbey Island	Marketing, Education, and Outreach Coordinator	<a href="mailto:kelsi@whidbeycd.org">kelsi@whidbeycd.org</a>	360-678-4708	Maybe
Backyard conservation courses	Kristi Carpenter	Skagit	Public Information and Education Coordinator	<a href="mailto:kristi@skagitcd.org">kristi@skagitcd.org</a>	360-428-4313	Yes
Branding	Amy Hatch-Wineka	Thurston	Lead Entity Coordinator	<a href="mailto:AmyHW@thurstoncd.com">AmyHW@thurstoncd.com</a>	360-754-3588 x103	
Branding	Deirdre Grace	King	Community Engagement Manager	<a href="mailto:deirdre_grace@kingcd.org">deirdre_grace@kingcd.org</a>	425-282-1902	
Branding	Heather Killinger	Grant County	Ecology / Environmental Educator	<a href="mailto:heather-killinger@conservewa.ne">heather-killinger@conservewa.ne</a>	509-765-9618	
Branding	Kailyn Wentz	Snohomish	Design and Media Specialist	<a href="mailto:kailyn@snohomishcd.org">kailyn@snohomishcd.org</a>	425-377-7016	
Branding	Liz Clark	King	Project Coordinator, Engagement	<a href="mailto:elizabeth.clark@kingcd.org">elizabeth.clark@kingcd.org</a>	425-282-1901	
Branding	Marshall Stowe	Wahkiakum	Supervisor	<a href="mailto:marshall@martin-stowe.com">marshall@martin-stowe.com</a>	650-342-8875	





**How's it working?**

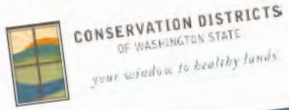


Around 80% of  
conservation districts  
use Marketing  
Toolkit resources



# Washington State's Conservation Reserve Enhancement Program (CREP)

A voluntary approach that engages farmers with restoring salmon habitat along hundreds of miles of streams in Washington without threatening farm viability.



## Accomplishments

**1,100**  
farmland sites voluntarily enrolled in CREP

**251** \$ →   
estimated jobs generated through CREP investments per biennium

**283**  
miles of exclusion fencing installed

**142**  
average width of riparian forest buffers (in feet)

**4.7 million**  
trees / shrubs planted

**759**  
miles of stream length treated (one side)

## About

- ▶ CREP is a voluntary incentive program that compensates farmers for growing a different crop in riparian (streamside) areas of their property — that crop is salmon habitat.
- ▶ Farmers plant native vegetation to form a "buffer" between farmland and the stream and receive rental payments for the acreage planted.

## Benefits for Salmon

CREP buffers function as a natural "water treatment plant" that keeps water clean and provides habitat.

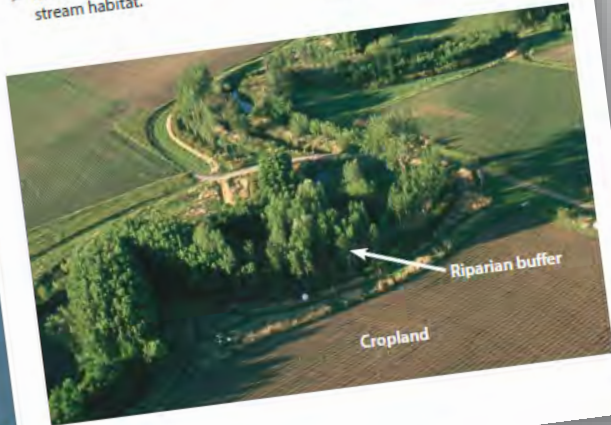
In watersheds with high levels of CREP participation, results include:

- ▶ Cooler summer water temperatures,
- ▶ Higher numbers of returning young and adult salmon, and
- ▶ More miles of accessible stream habitat.

## Benefits for the Economy

When farmers enroll in CREP, economic benefits result for them and their community:

- ▶ Rental payments help farmers meet their bottom line.
- ▶ Federal and state investments in CREP projects translate into local jobs (e.g. engineering, construction) and income.
- ▶ Riparian buffers are a cost-effective way to prevent and mitigate flood damage.



Updated: March 2019

# 80

## YEARS OF CONSERVATION



accountability • expertise • innovation • partnerships

## 2019 Annual Report Anniversary Edition



CONSERVATION DISTRICTS  
OF WASHINGTON STATE  
your window to healthy lands



**CONSERVATION DISTRICTS**  
OF WASHINGTON STATE

# Grays Harbor Conservation District

*your window to healthy lands*



**CLARK**  
CONSERVATION DISTRICT

**Pacific Conservation District**  
Applying On-The-Ground Conservation Since 1948

**Programs and Activities:**  
Willapa Bay Lead Entity  
Pacific County Marine Resource Committee  
Forest Management Plans  
Conservation Plans  
Cost-Share  
Conservation Reserve Enhancement Program  
Voluntary Stewardship Program  
Free Technical Assistance  
And more!

**Regular Office Hours**  
Monday - Friday  
8am - 4pm

**Contact us at:**  
**(360) 875-6735**

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**Palouse News**  
Conserving the Palouse together Fall 2018  
Office hours Monday-Friday 8:30-4:30pm  
509.332.4101 - www.palousecd.org - pcd@palousecd.org

**Accomplishments**  
June—November 2018

**33**  
CostShare Agreements signed by landowners

**\$602,246**  
in CostShare assistance to landowners

**5,326**  
Acres of conservation practices implemented

**Conservation Success on the Palouse**  
We've been busy in the field this fall helping community members meet their conservation goals and we are excited to share a few of our highlights.

**REGIONAL CONSERVATION PARTNERSHIP PROGRAM (RCPP)**  
The Regional Conservation Partnership Program (RCPP) had another successful year, partnering with the Natural Resources Conservation Service to put nearly \$250,000 in conservation projects on the ground. Over the next few years, landowners will be implementing nearly 6,000 acres of direct seed, over 4,000 acres of nutrient management, 9.18 acres of stream buffers, and 8.2 acres of alternative crops.

**ORCA DAY VOLUNTEER EVENT, SATURDAY NOVEMBER 10TH**  
25 volunteers from the Pullman Civic Trust, WSU Shark Conservation Club, and WSU Environmental Science Club, joined us for a region wide day of action to connect people to the critically endangered Southern Resident Orca Whales. Conservation districts across Washington hosted restoration events that addressed water quality. Restoration efforts on the Palouse help improve downstream water quality and help keep water temperatures cooler in the Snake River.

**GETTING OUR HANDS DIRTY**  
Our Field Crew and AmeriCorps members have been busy out in the field, working with volunteers, planting riparian corridors and pounding posts for bank stabilization. 1,365 riparian plants in gallon pots have been planted and 500 willows harvested with the help of 150 volunteers, totaling 330 volunteer hours.

Thank you to all our partners and community members who have made this past season such a success. We couldn't have done it without you!  
If you are interested in finding out how you can get involved or more about our services, head to our website or give us a call.



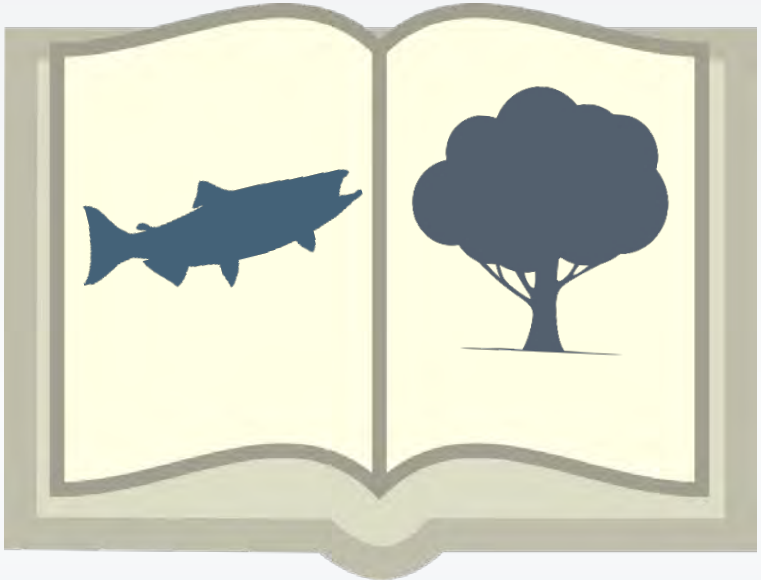
**What's next**



Conservation  
Districts...

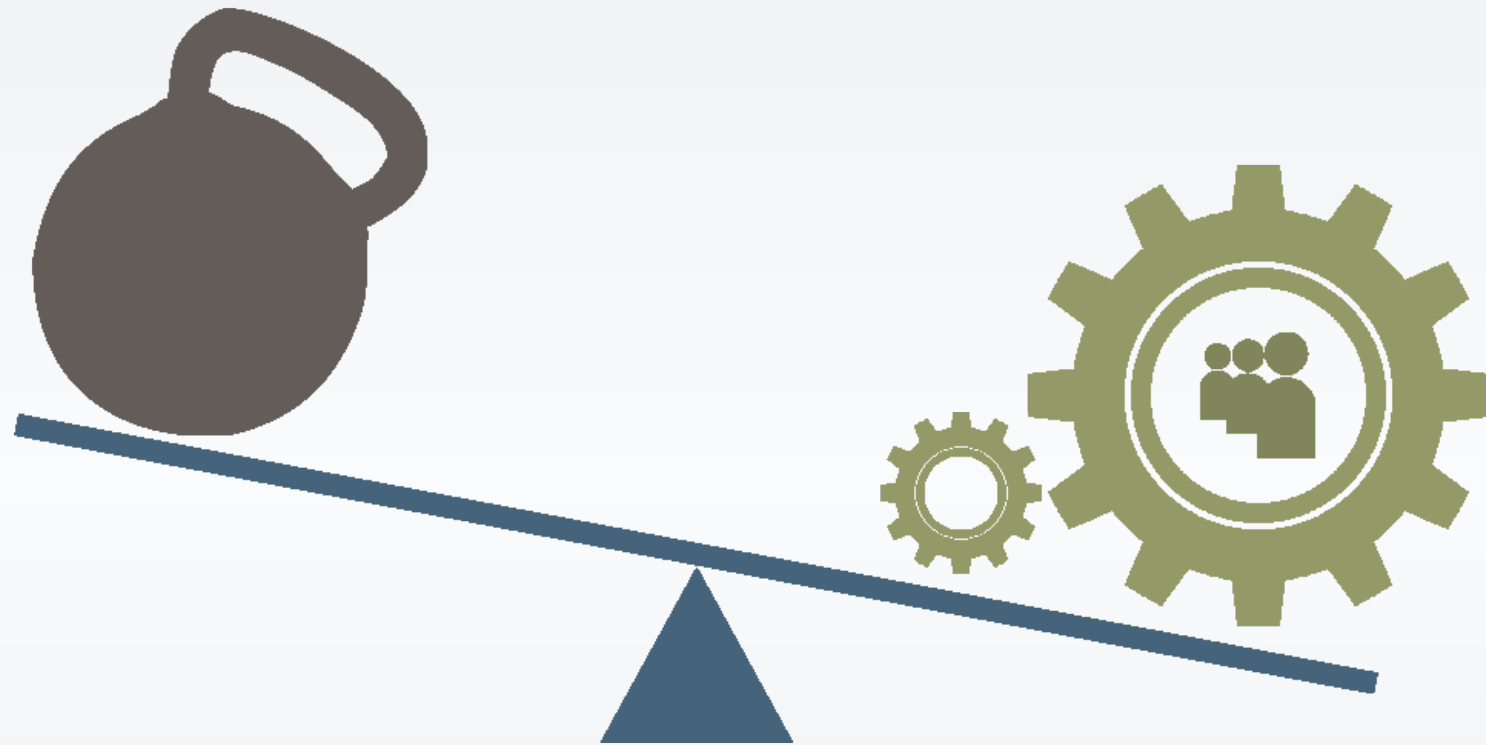


Elevator Pitch



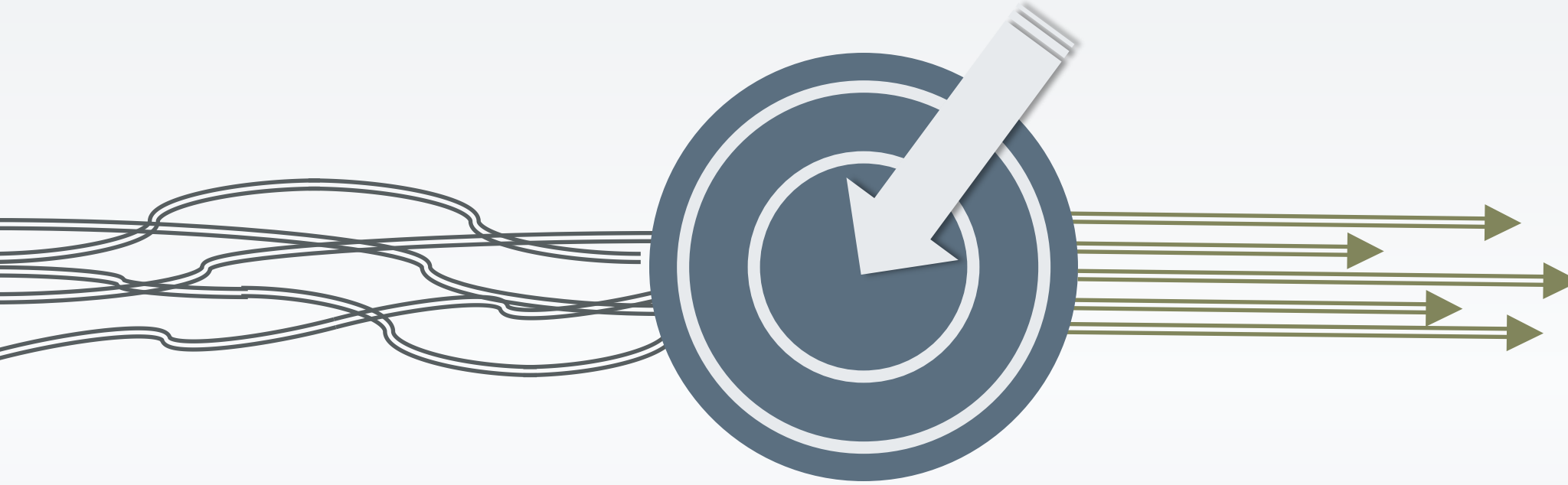
“Conservation  
Catalog”

# Lessons learned

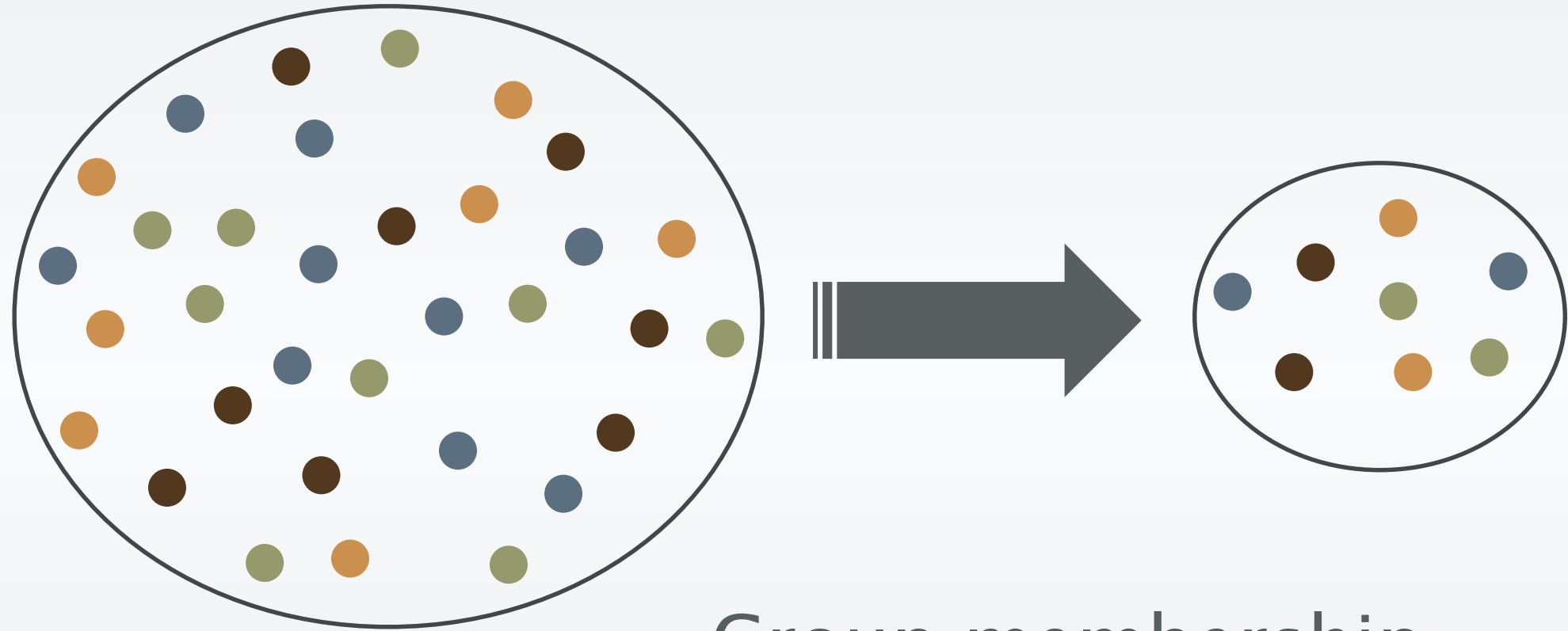


Identify challenges and leverage assets  
to address them





Consistent  
commitment to plan  
and process



Group membership

=

Manageable representation



X	O	X
X	<del>O</del>	X
O	X	<del>O</del>

Think outside the box  
about where to advertise  
supervisor/board  
openings

~~O~~



# Thank you! Questions?

Laura Johnson

[ljohnson@scc.wa.gov](mailto:ljohnson@scc.wa.gov)

360-407-6936

[scc.wa.gov/marketing-toolkit](http://scc.wa.gov/marketing-toolkit)



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