

# Communications and Public Engagement (CAPE) Overview

August 10, 2023

**Nate Pamplin**, Director of External Affairs

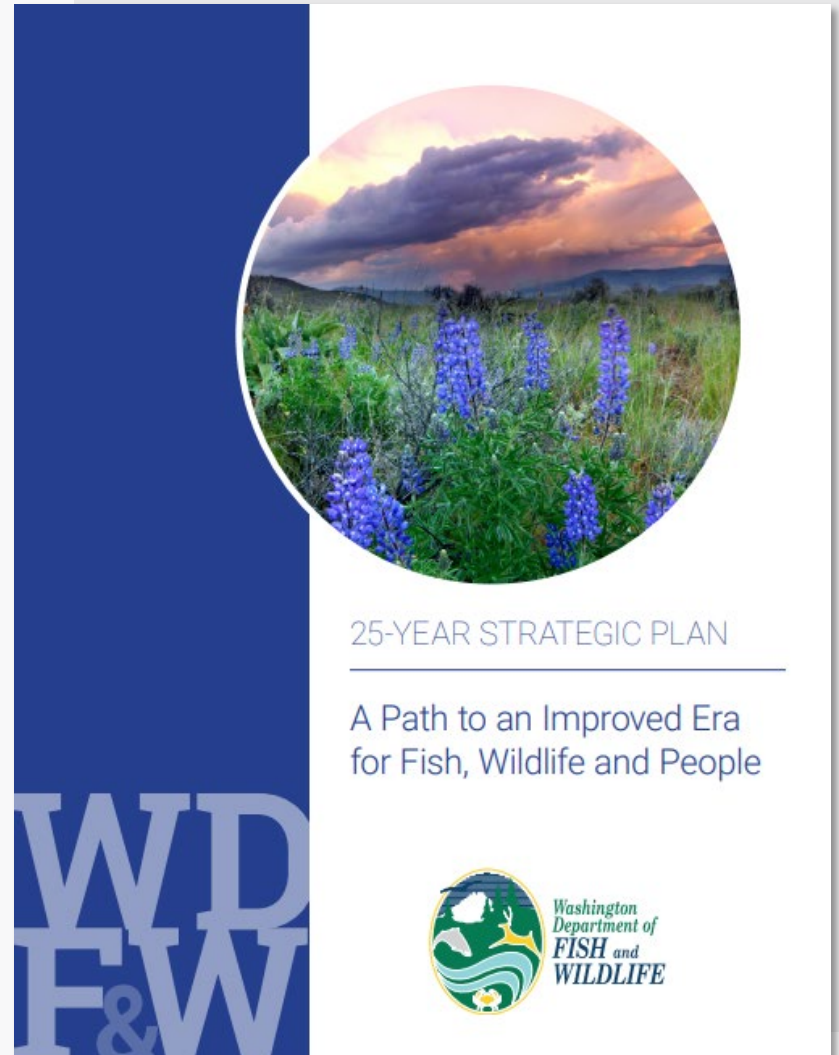
**Rachel Blomker**, Public Engagement Division Manager

**Sam Montgomery**, Communications Division Manager



# 25-Year Strategic Plan

- Proactively address conservation challenges
- **Engage communities through recreation and stewardship**
- Deliver science that informs Washington's most pressing fish and wildlife questions
- Model operational and environmental excellence



# Engage communities through recreation and stewardship

1. Environmental Education
2. R3 – Recruitment, retention, reactivation of hunters and anglers
3. Improve public access; urban communities
4. Engage underserved communities
5. Backyard wildlife habitat programs
6. Education opportunities in WDFW wildlife areas, in urban centers, and on school grounds.
7. Transparent decision-making processes
8. Customer Service
9. Social Science
10. Community science
11. Expand volunteer program
12. Reevaluate advisory committees
13. Establish regional advisory groups
14. Offer wildlife and wildflower-viewing interpretive programs



# Engage communities through recreation and stewardship

## **Added: Access outreach capacity (as initial step)**

1. Environmental Education
2. R3 – Recruitment, retention, reactivation of hunters and anglers
3. Improve public access; urban communities
4. Engage underserved communities
5. Backyard wildlife habitat programs
6. Education opportunities in WDFW wildlife areas, in urban centers, and on school grounds.
7. Transparent decision-making processes
8. Customer Service
9. Social Science
10. Community science
11. Expand volunteer program
12. Reevaluate advisory committees
13. Establish regional advisory groups
14. Offer wildlife and wildflower-viewing interpretive programs





# Project purpose



CONDUCT A FUNCTIONAL ASSESSMENT OF WDFW'S COMMUNICATION, OUTREACH, AND ENGAGEMENT CAPACITY AND RECOMMEND IMPROVEMENTS



DEVELOP A COMMUNICATION AND OUTREACH PLAN THAT WILL ALLOW WDFW TO ACHIEVE THE "ENGAGING COMMUNITIES THROUGH CONSERVATION AND STEWARDSHIP" STRATEGY IDENTIFIED IN THE 25-YEAR STRATEGIC PLAN



# Benefits

## **Benefits to Agency:**

- Dedicated program to develop comprehensive strategic messaging and modern outreach tactics to engage the public in fish and wildlife conservation.
  - Results in durable, supported decisions
  - Increase support for WDFW (i.e., trust; confidence; & appropriations)
  - Reduce PDRs, litigation
  - Shift from reactive to pro-active engagement

## **Benefits to Programs and Regions:**

- “One-stop” shop for communication/outreach needs
- Increased support for establishing and maintaining partners
- Staff dedicated to supporting each Program and Region and utilizing expertise in communicating Program priorities

## **Benefits to Communications/Public Engagement Staff in New Program:**

- Access and alignment of staff with shared professional backgrounds and expertise and overall work objectives
- Collaborative, supported work environment
- Career ladder within the discipline
- Executive emphasis on this work



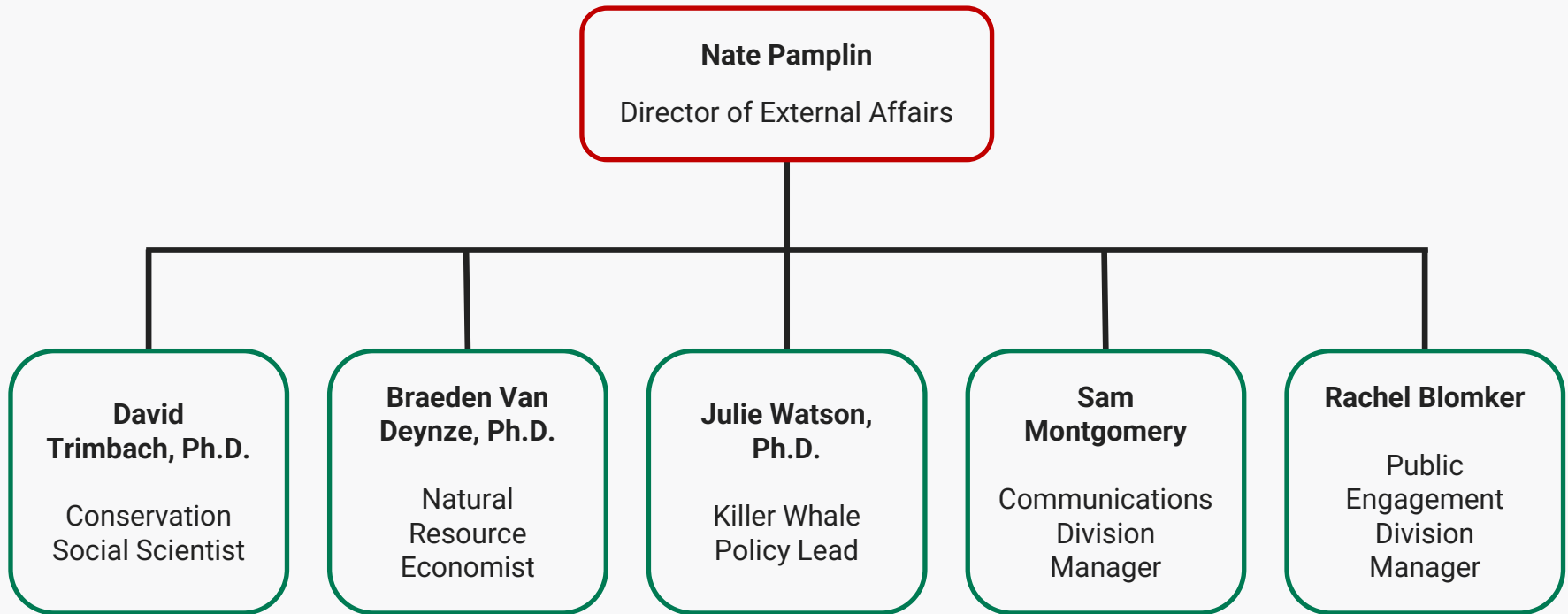
# Public Awareness & Relevancy

- AFWA Relevancy Roadmap:
  - Enhance conservation through broader engagement
- Care about F&W conservation
- Aware of F&W opportunities; engage in opportunities
- Aware of WDFW's role in conservation and opportunities
- Increase public trust in WDFW
  - Engage and serve broad constituencies
- Advocate for F&W
- Advocate for WDFW



# Communications & Public Engagement

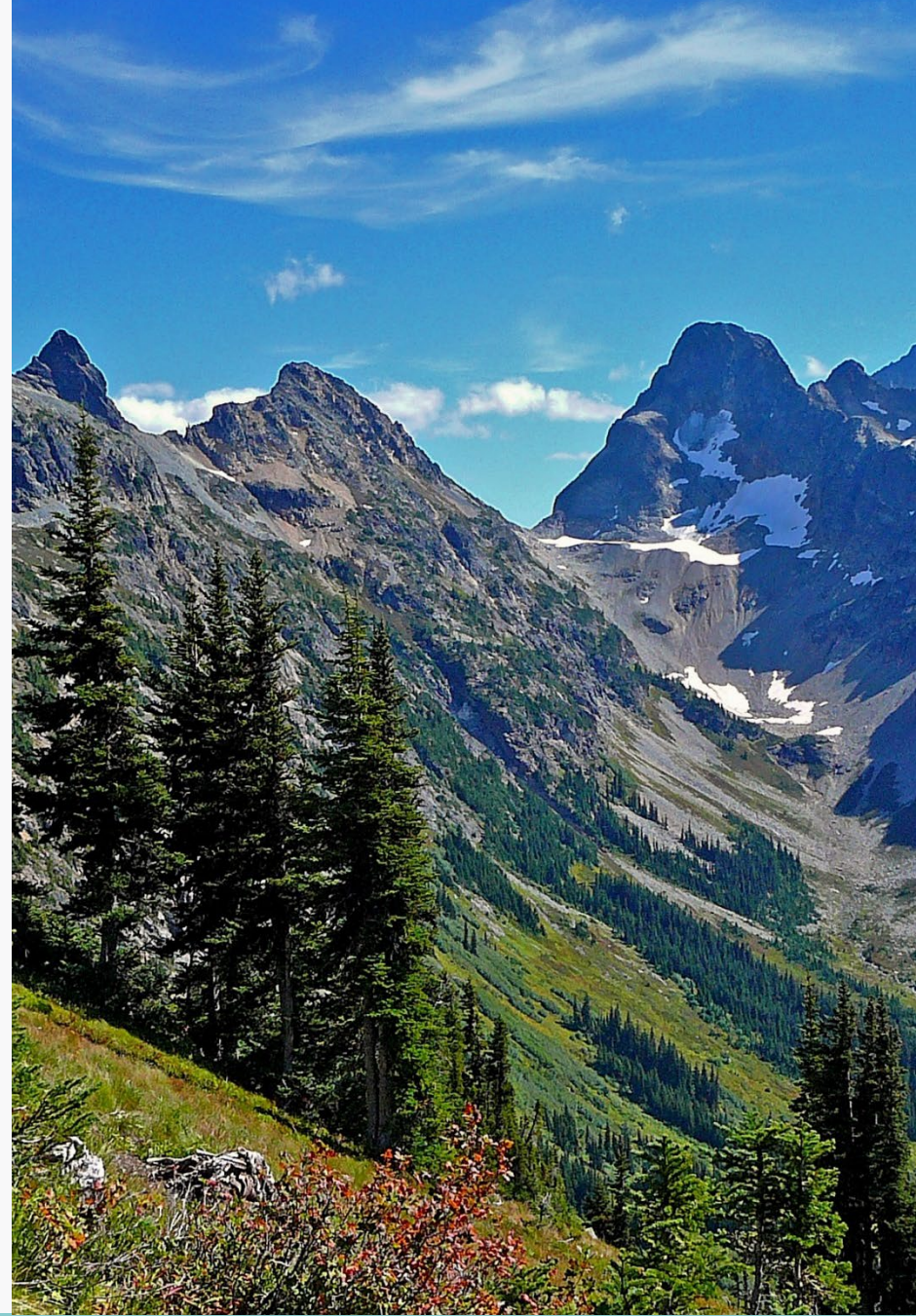
WDFW Director's Office



# Nate Pamplin

Director of External Affairs

- CAPE administrator
- Tribal hunting
- Marine mammal policy
- BPAG
- Intergovernmental forums
  - PSMFC, AFWA, WAFWA







# Dr. David Trimbach

Conservation Social Scientist







# Dr. Braeden Van Deynze

Natural Resource Economist





# Dr. Julie Watson

Killer Whale Policy Lead







# Communications Division

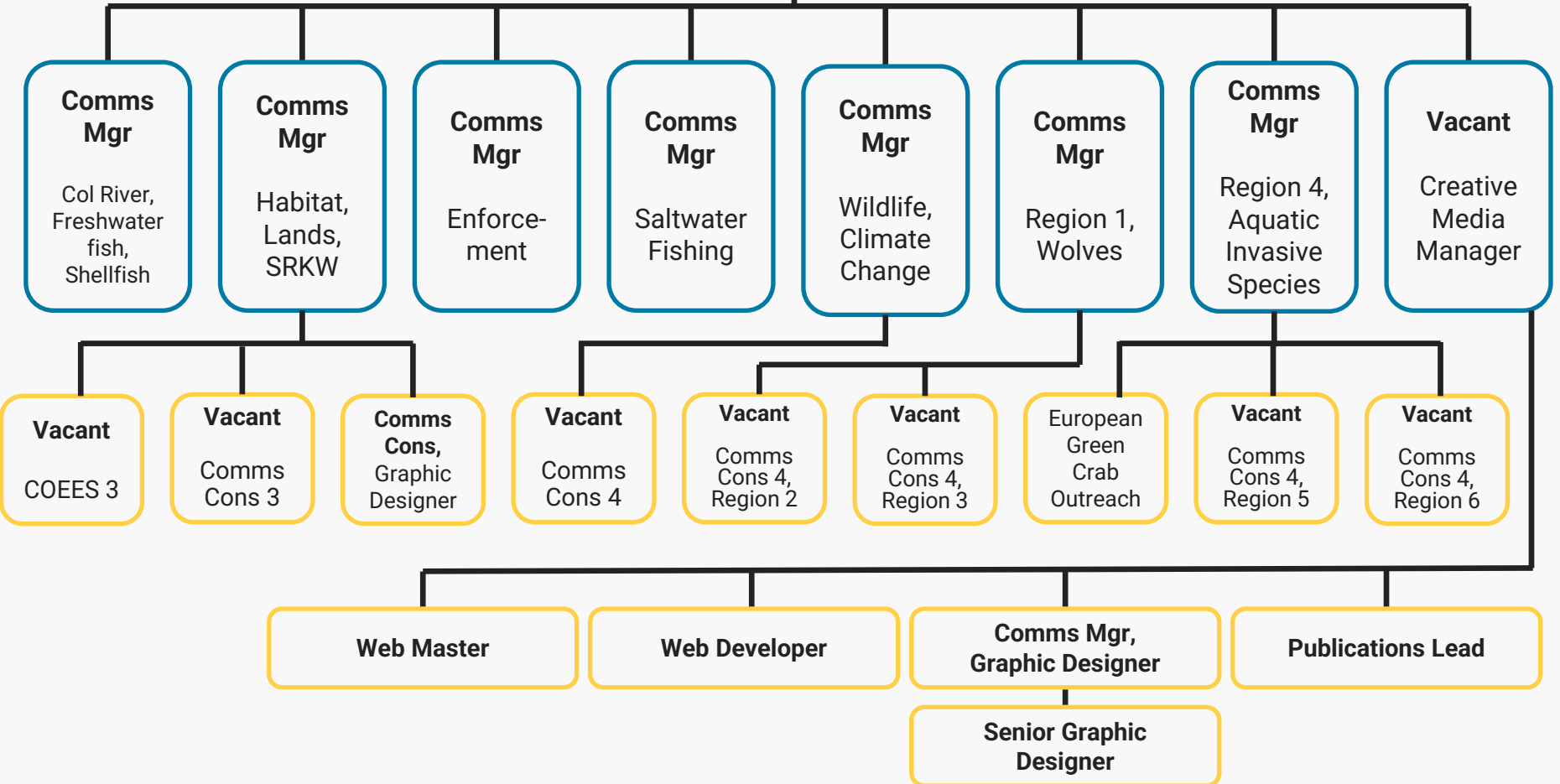
Communications managers, website team, graphic design, publications



# Communications

**Nate Pamplin**  
Director of External Affairs

**Sam Montgomery**  
Communications Division Manager





# Communications Division

## Media Relations



# Communications Division

## Legislative Communications





# Communications Division

## Communications Strategy Crisis Communications

### Puget Sound summer crab catch record cards du

News release Sep 16, 2022

Fish Program, 360-902-2700

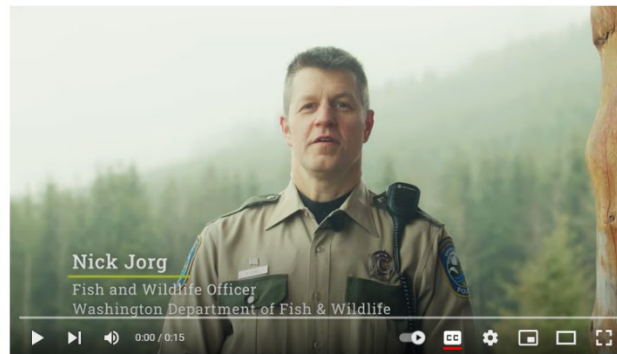
OLYMPIA – With the 2022 summer crabbing season behind us, there's one last item to cross off the end-of-season checklists: submitting Puget Sound Dungeness crab catch record cards (CRC).

Anyone who purchased a Puget Sound crab endorsement with their 2022-23 Washington state fishing license – or license package like the Fish Washington or Get Outdoors licenses – now has until Oct. 1 to submit their catch record card, even if they didn't fish for or catch any crab this summer.

The summer season began in July and ran through Labor Day, Sept. 5. Whether you're a novice or a pro, the record card is required and helps shellfish managers with the Washington Department of Fish & Wildlife's monitoring of Puget Sound crab populations.

Washington Department of Fish & Wildlife  
Published by Ben Anderson · September 22, 2022

Forget something? It's not too late to submit your summer Puget Sound Dungeness crab catch record card! You can submit cards online or by mail by Oct. 1.



Living with Black Bears (15 seconds)

TheWDFW  
16.6K subscribers

Subscribe

5

Share

Download

42K views 2 months ago

If you're in Washington, you're in bear country. One way we can coexist with bears is by not feeding them or attracting them to our homes. Visit <https://wdfw.wa.gov/blackbears> to learn how you can help.

### April showers bring May flowers — and young wildlife



The Washington Department of Fish and Wildlife  
5 min read · Apr 17



The days are getting longer, the temperatures are getting warmer, and flowers are starting to bloom. Spring ushers in many new beginnings — including new life for baby animals.

It's important for us to hear from people who want to help wildlife in nature. Unfortunately, this "help" often comes in the form of just because baby animals are alone does not

#### Post Insights

Post Impressions  
120,050

Post reach  
28,022

Post Engagement  
2,265



# Communications Division

Social media management and customer service



 **LOVE!** ❤️❤️❤️ I am lucky to be a white passing person of color and LGBTQ+ member but most of my family are not as fortunate. As a mixed person, these issues have been a part of my reality my entire life. I am fortunate to have a family that is immensely diverse, because of this gift, I know this change you are implementing is absolutely necessary. Thank you.

Someone's identity is their own, their heritage and sexuality should not matter when it comes to the outdoors. It is time for inclusivity, community and connection in the human world. I am beyond ecstatic y'all are taking the steps for a better future. From the bottom of my heart, thank you ❤️

8w 5 likes Reply ...

 9w  
Thank you @thewdfw - as a queer woman in community it's good to feel advocated for!  
2 likes Reply

 **olysurfrider** We appreciate and support this post. thank you @thewdfw ❤️🇺🇸  
9w 18 likes Reply

 **thesportshows** 🙏🙏🙏  
8w 2 likes Reply

 **██████████** Props WDFW!! ❤️🇺🇸🇺🇸  
9w 15 likes Reply

 9w  
❤️❤️❤️ this means so much to me, thank you  
16 likes Reply

 9w  
Thank you @thewdfw ❤️🇺🇸🇺🇸🇺🇸🇺🇸  
16 likes Reply

 9w  
❤️  
4 likes Reply

 9w  
🙏🔥🌈  
4 likes Reply

 9w  
Thanks for spreading the love WDFW ❤️  
16 likes Reply





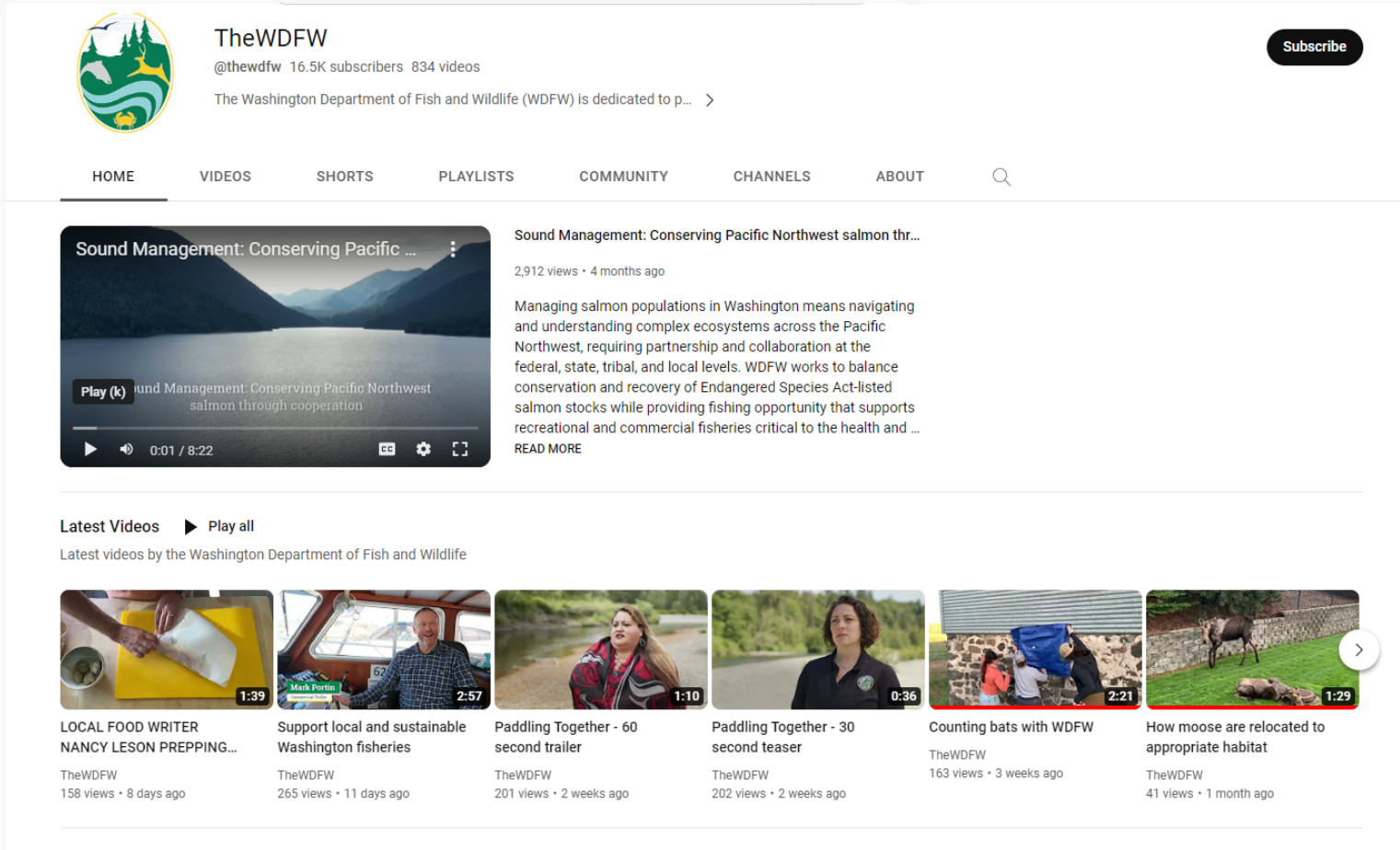
# Communications Division

Guest bloggers and influencers



# Communications Division

## Video, NWIFC Partnership



The screenshot shows the YouTube channel page for TheWDFW. At the top left is the channel's profile picture, a circular logo with a green and blue design featuring a fish and a tree. To its right is the channel name "TheWDFW" and the handle "@thewdfw" with "16.5K subscribers" and "834 videos". A "Subscribe" button is in the top right. Below this is a navigation bar with links for HOME, VIDEOS, SHORTS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT, along with a search icon. The main content area features a video player for "Sound Management: Conserving Pacific Northwest salmon thr..." with a play button and a progress bar. To the right of the player is the video title, view count ("2,912 views · 4 months ago"), and a description: "Managing salmon populations in Washington means navigating and understanding complex ecosystems across the Pacific Northwest, requiring partnership and collaboration at the federal, state, tribal, and local levels. WDFW works to balance conservation and recovery of Endangered Species Act-listed salmon stocks while providing fishing opportunity that supports recreational and commercial fisheries critical to the health and ...". Below the video player is a "Latest Videos" section with a "Play all" button and the text "Latest videos by the Washington Department of Fish and Wildlife". This section contains six video thumbnails with their respective titles, durations, and view counts:

Thumbnail Description	Duration	Views	Time Ago
LOCAL FOOD WRITER NANCY LESON PREPPING...	1:39	158 views	8 days ago
Support local and sustainable Washington fisheries	2:57	265 views	11 days ago
Paddling Together - 60 second trailer	1:10	201 views	2 weeks ago
Paddling Together - 30 second teaser	0:36	202 views	2 weeks ago
Counting bats with WDFW	2:21	163 views	3 weeks ago
How moose are relocated to appropriate habitat	1:29	41 views	1 month ago





# Communications Division

## Graphic design and branding

### Private Lands Access Program



Hunting and fishing is an integral part of our culture offering opportunities for families to connect with nature. With more than half of Washington's land in private ownership, finding quality places to hunt or fish on private land can be a challenge. Providing more opportunity is critical to recruitment and retention of hunters and anglers supporting Washington's heritage and traditions.

Since 1946, Washington Department of Fish and Wildlife (WDFW) has been working with private landowners willing to allow public hunting access on their land. Today, Private Lands staff are located throughout the state working to develop landowner relationships and provide assistance and incentives to increase public access opportunities on private lands. Statewide, there are more than 500 private landowners and over 1.8 million acres enrolled in public access and habitat development agreements under the Private Lands Program. The Private Lands Access Program is currently accepting property enrollment for hunting, fishing and wildlife viewing types of recreational access. Program staff work with a variety of landowners owning small to large acres of agricultural farmland, idle land, small forest, private industrial timberland and/or wetland/water access sites.

#### Benefits of Program Enrollment

- Private Lands Biologists provide technical assistance to enrolled landowners to address resource concerns on their land and may assist landowners in participating in federal or state-funded programs, or grant opportunities that help land fish and wildlife habitat improvements on their land.
- Local staff can provide program signage/installation, program management, communication with WDFW law enforcement, site monitoring, and select tree clear-up.
- Liability protection for enrolled landowners (existing laws RCW 4.24.200 and 4.24.210).
- All properties are walk-in access.

only unless other no motor vehicles must obey all rule. Hunting can be to manage wildlife or nuisance wildlife. Financial and/or incentives may be provided in present. Flexibility to select seasons or dates, hunting allowed. Ability to limit nur day. WDFW Law Enforc conduct random r on site.

#### Types of Program Access Options

- Fee Free to Hunt**  
This option is the least restrictive to hunters. Hunters are not required to gain additional permission when hunting lands posted with a Fee Free to Hunt sign. There are no seasons or dates, hunting allowed on number of hunters allowed. There may be species and season restrictions chosen by the landowner.
- Respite to Hunt**  
Hunters are required to sign-in and provide info on what they harvested during their hunt on permission slips located at the designated parking area registration box. These properties can be limited to specific hunting seasons or date ranges and are fee-free, first-come first-served to limit the number of hunters onto the property. Further restrictions or information will be listed on the individual property webpage and at the registration box.
- Hunt by Reservation**  
This option is available for landowners that prefer full responsibility for managing access. For busy landowners, this is the least popular option as hunters are required to contact the landowner directly and in advance before hunting the property. Landowners will be provided with WDFW performed permission slips given to and are required to submit permission slip stubs at the hunting season, contact info is required for boundary signage regions on the WDFW sign website.



#### Contact Info

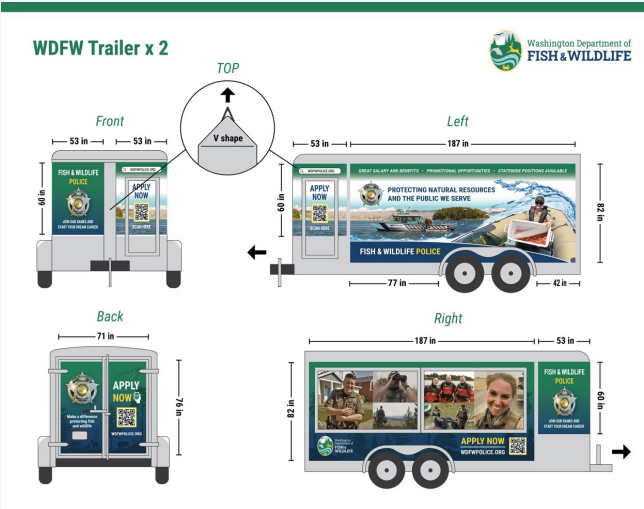
- Region 1**  
Lanich, Barry, Stevens, Post, Devlin, Spokane, Whitman, Asotin, Garfield, Walla, Columbia  
(509) 892-1001  
lcampano@dfw.wa.gov
- Region 2**  
Hosens, Seaton, Douglas, Grant, Okanogan  
(509) 754-4624  
lcampano@dfw.wa.gov
- Region 3**  
Moffat, Vining, Boston, Franklin  
(509) 572-7149  
lcampano@dfw.wa.gov
- Region 4**  
Whitson, San Juan, Skagit, Island, Snohomish, King  
(425) 775-1311  
lcampano@dfw.wa.gov
- Region 5**  
Clark, Cowitz, Lewis, Wahkiakum, Skamania, Klickitat  
(509) 696-6211  
lcampano@dfw.wa.gov
- Region 6**  
Chatham, Jefferson, Kittitas, Mason, Spang Herber, Pierce, Thurston, Pacific  
(509) 249-4628  
lcampano@dfw.wa.gov

#### General program info:

[wdfw.wa.gov/species-habitats/private-lands](http://wdfw.wa.gov/species-habitats/private-lands)

Program property listings info:  
[wdfw.wa.gov/species-habitats/private-lands/](http://wdfw.wa.gov/species-habitats/private-lands/)

June 2022



#### Be respectful of other marine life, including staying back at least 50 yards from seals and sea lions.

**If you encounter whales:**

- Slow down and assess the situation. Is the whale an orca, or another type of whale? Remember there are different requirements for different types of whales, but if you aren't sure, respond as though the whale is a Southern Resident orca.
- Fly your whale warning flag if you have one!
- Move out of the path of the whale, and ensure you stay far enough away. If an enforcement vessel or commercial whale watching vessel is present, they should be setting a good example of the legal and respectful distance. If you aren't sure, err on the side of giving the whale more space.
- If transiting, go slow even if you are far enough away. Whales sometimes dive deep and pop up unexpectedly, and groups of whales sometimes spread out over an area.
- Remember to take your whale warning flag down once you've left the area where you encountered the whale.

#### Report violations

Washington Department of Fish and Wildlife Enforcement  
877-353-9847

NDA Fisheries Enforcement:  
1-800-953-1964

Fisheries and Oceans Canada:  
1-800-465-4336,  
or [fish@dfw.wa.gov](mailto:fish@dfw.wa.gov)

## Be Whale Wise

**Boating in the Salish Sea**

Individuals who need to receive this information in an alternative format, language, or who need reasonable accommodations to participate in WDFW sponsored public meetings or other activities may contact the Title VI/ADA Compliance Coordinator by phone at 866-960-2349, TTY (711), or email [TitleVI@dfw.wa.gov](mailto:TitleVI@dfw.wa.gov). For more information, visit [wdfw.wa.gov/accessibility/needs-accommodation](http://wdfw.wa.gov/accessibility/needs-accommodation).

BeWhaleWise.org  
Scan this QR code to visit our site.

## HELP PREVENT THE SPREAD OF CHRONIC WASTING DISEASE!

Most animals with CWD look normal and won't look sick until the end stages of the disease. The only way to know is to test.

An outbreak of CWD in Washington could severely impact deer and elk populations, hunting, economies that rely on hunting revenue, and ecosystem health and resilience.

Please have your harvested deer or elk tested for CWD. Scan the QR code to find out how.

Request this information in an alternative format or language at [wdfw.wa.gov/accessibility/needs-accommodation](mailto:wdfw.wa.gov/accessibility/needs-accommodation), 800-953-9846, TTY (711), or [TitleVI@dfw.wa.gov](mailto:TitleVI@dfw.wa.gov).

## Habitat at Home

Habitat en tu Hogar

Washington Department of Fish and Wildlife

Learn More

[wdfw.wa.gov/species-habitats/living/habitat-at-home](http://wdfw.wa.gov/species-habitats/living/habitat-at-home)

## The Robin's Nest Coloring Book

(A retelling of an English fable)

Washington Department of FISH & WILDLIFE



# Public Engagement Division

- Hunter Education & Recruit, Retain, Reactivate (R3)
- Sales & Marketing
- Volunteer Coordination
- Community Outreach
- Fish & Wildlife Conservation Education



# Public Engagement

**Nate Pamplin**  
Director of External Affairs

**Rachel Blomker**  
Public Engagement Division Manager

**Hunter Ed.  
Section  
Manager**

**Sales &  
Marketing  
Manager**

**Conservation  
Education  
Coordinator**

**DEI  
Outreach  
Specialist**

**Statewide  
Volunteer  
Coordinator**

**Region 1  
Hunter Ed  
Field  
Coordinator**

**Vacant  
Region 2  
Hunter Ed  
Field  
Coordinator**

**Region 3  
Hunter Ed  
Field  
Coordinator**

**Region 4  
Hunter Ed  
Field  
Coordinator**

**Region 5  
Hunter Ed  
Field  
Coordinator**

**Region 6  
Hunter Ed  
Field  
Coordinator**

**R3 Hunting  
Coordinator**

**R3 Fishing  
Coordinator  
(non-perm)**

**Hunter Ed  
Admin  
Assistant**

**Hunter  
Education  
Specialist**

**Warehouse  
Manager**

**Marketing  
Specialist**

**Content  
Specialist**

**Watchable  
Wildlife  
Coordinator**

**Habitat At  
Home  
Coordinator**

**Curriculum  
Developer**

**Vacant  
DEI Events  
Coordinator**

**Volunteer  
Specialist  
(non-perm)**





# Volunteer Program

WDFW partners with diverse volunteers to accomplish our mission as mentioned in the Department's 25-year Strategic Plan.

Volunteers give of their time working at fish hatcheries, on wildlife surveys, picking up litter on WDFW Wildlife Areas and much more.

The volunteer program is working to increase the number of volunteer opportunities that are inclusive to all who want to volunteer.



# Hunter Education

Required if born > Jan.1, 1972

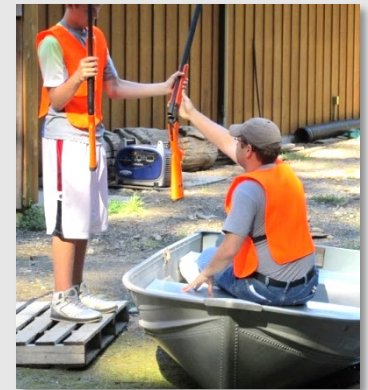
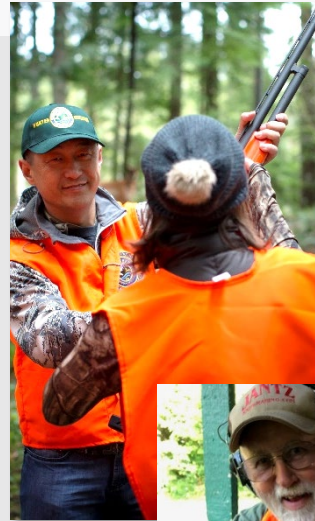
Safe, legal, & ethical hunting,  
conservation principles, first  
aid/survival

>1,000 certified instructors

>700 classes/year

>25,000 volunteer hours/year

~10,000 students/year



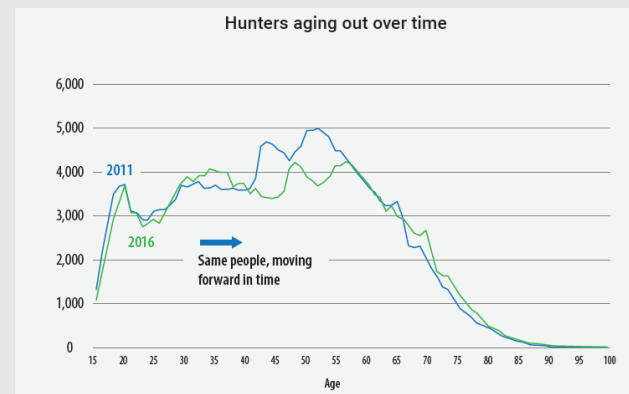
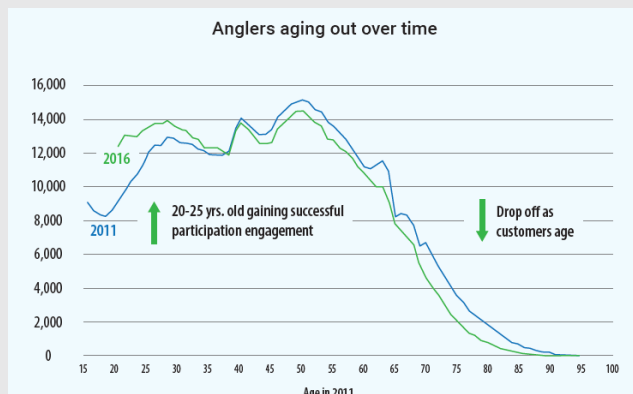
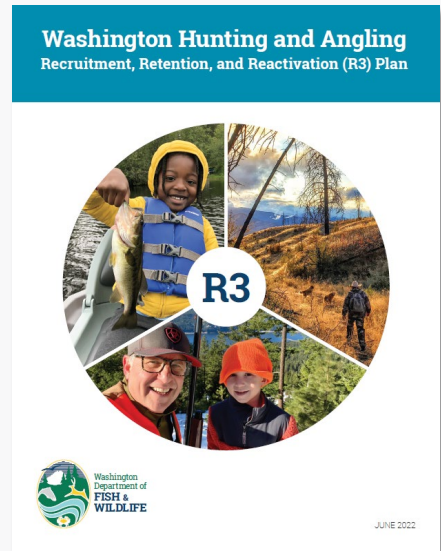


# R3 – Hunter, Angler, & Supporter Recruitment, Retention, & Reactivation

R3 Plan is a Strategic Plan with Near-term Actions

R3 Goals:

- Address declines in hunting participation
- Address declines in angling participation
- Enhance public knowledge of & support for hunting and angling, as well as relevancy of WDFW



# R3 – Hunter, Angler, & Supporter Recruitment, Retention, & Reactivation

## R3 Focus Areas:

Outreach communications (opportunity awareness = recruitment)

Reaching youth & beginners, especially from diverse audiences (opportunities & education = recruitment, retention)

Hunting & fishing opportunities for abundant & low barrier species, e.g., small game, trout, warmwater fish (opportunities & education = recruitment, retention)

Mentoring/teaching to build confidence & competence (education & support = retention, reactivation)

Continuing Ed Opportunities (education & support = retention, reactivation)





# Marketing

## Life Outdoors

We launched the Life Outdoors campaign in 2019 to appeal to all Washington residents. Our goal is to inspire people to spend time outdoors by providing valuable resources and educational content.

## 8<sup>th</sup> annual statewide Trout Derby

2023 marks the 8<sup>th</sup> year of our annual statewide Trout Derby at more than 100 stocked lakes. This year we had over 90 participating businesses donate 872 prizes valued at over \$41,500.

## Turkey Takeover & First Turkey Program

Spring turkey hunting is very popular in Washington! Each year we provide educational content to help hunters find success in the field. We also partner with the National Wild Turkey Federation (NWTF) on our First Turkey Program.





# Marketing

## 6<sup>th</sup> Annual Bass Week (July 24-28)

Celebrating bass anglers and all things bass fishing on the WDFW social media accounts. All week long we shared tips, tricks, where to go, where to begin, and answered bass fishing questions through blogs, videos, and posts.

## Multi-season tag sales

This year we reached ~650,000 people, boosting application sales and revenue by 12% and 14%, respectively, with a campaign ROI of over \$43,000.



Revenue  
**Up 14%**



Applications  
**Up 12%**



# Conservation Education

- Wild Washington K-12 education program
  - Formal classroom curricula aligned with Next Generation Science Standards (NGSS)
  - Informal outdoor learning experiences
- Watchable Wildlife
- Habitat at Home



## Habitat at Home

Supporting wildlife habitat where you live, work, and play

Washington Department of FISH & WILDLIFE

**What is wildlife habitat?**  
Wildlife habitat provides four essential elements for local wildlife to thrive.  
• Food  
• Shelter  
• Water  
• Space

**Who can create wildlife habitat?**  
Anyone can provide elements of food, water, shelter, and space for wildlife by choosing what plants they grow. Native plants have evolved with wildlife and thus provide all these elements for species in our area. For instance, adding structure to your garden with diverse plants or physical features like logs can create places where water can collect temporarily.

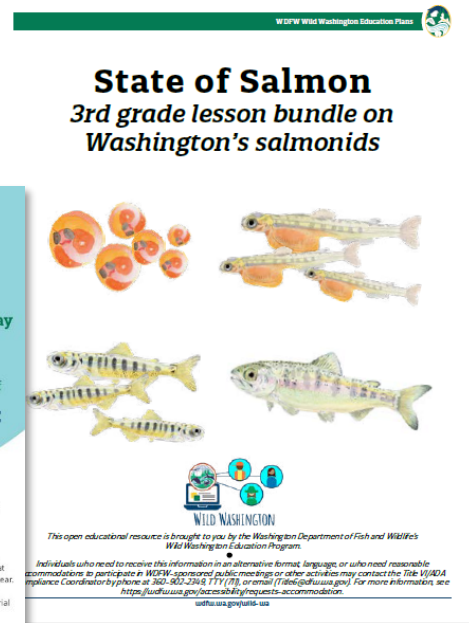
Providing habitat for wildlife no matter the size of your space can make a huge difference. Renters and those with small spaces, residential homes with yards or acreage, and those with shared spaces like schools, common to centers, and businesses all have ways to help provide essential habitat for wildlife.

Scan the QR code or enter the link in your web browser to learn more about The Habitat at Home Program: [wdfw.wa.gov/habitat-at-home](http://wdfw.wa.gov/habitat-at-home)

**Why is creating wildlife habitat on private lands important?**  
As human development continues, private property becomes especially important as it can connect or fragment wildlife habitat. By creating habitat at home for wildlife, you are helping to offset the acres of habitat that are lost to housing and urban development each year. A simple container garden can help decrease habitat fragmentation for small species like insects and terrestrial mollusks, especially in highly urbanized areas.

Wildlife habitat benefits more than wildlife, it can benefit you, too. Native plants are adapted to the natural rainfall in your area, and thus require less maintenance. Native plants also help reduce stormwater runoff pollution and can decrease the heat island effect in your community.

**Why get your habitat certified?**  
After creating your "Habitat at Home," apply for a certification sign from the Washington Department of Fish and Wildlife (WDFW) so you can help raise awareness. Raising awareness helps educate others and encourages neighbors to join us in creating wildlife habitat on private lands. Apply for a certification on our website.



## State of Salmon

3rd grade lesson bundle on Washington's salmonids

WDFW Wild Washington Education Plans

Wild Washington

This open educational resource is brought to you by the Washington Department of Fish and Wildlife's Wild Washington Education Program.

Individuals who need to receive this information in an alternative format, language, or who need reasonable accommodations to participate in WDFW-sponsored public meetings or other activities may contact the Title VI/ADA Compliance Coordinator by phone at 206-862-2345 TTY (711), or email ([T6info@dfw.wa.gov](mailto:T6info@dfw.wa.gov)). For more information, see <https://dfw.wa.gov/accessibility/requests-accommodation>.

[wdfw.usa.gov/jwt@dfw-wa](mailto:wdfw.usa.gov/jwt@dfw-wa)





# Conservation Education

As "coordinators" our job is to support:

1. WDFW staff in best practices in education and engagement.
2. Partners including more fish, wildlife, ecosystem, and biodiversity education in their work.
3. Fostering experiences—finding the right person for right place.
4. Creating and co-creating experiences with partners.



# Conservation Education

Small Sampling of Accomplishments since program inception in Sept. 2020:

- Over 30 free K-12 lesson plans developed
- Two in-depth (year long) lesson bundles developed, tested and approved by OSPI.
  - Adopted by Spokane and Wenatchee School Districts
- Brand new Habitat at Home and Watchable Wildlife websites with dozens of free resources.
- All education and outreach resources translated into Spanish.
- Supported over a dozen outdoor classrooms throughout the state.
- Event and new audience support: Since Jan. 2023: Attendance at over 40 events and reach of over 5,000 people.



# Community Outreach & Partnerships

To further connect with Washington's public and provide support for diverse audiences and underrepresented communities, outreach efforts aim to:

- Build authentic relationships with new community partners
- Expand public engagement opportunities
- Establish community trust through outreach and support
- Identify material to provide in multiple languages
- Increase access and awareness for new communities to outdoor recreation activities





# Community Outreach & Partnerships

## Work in progress:

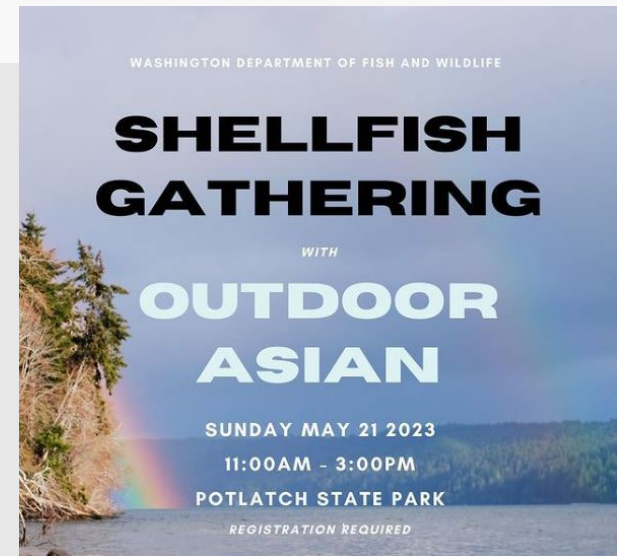
### Outreach Tracking Hub:

- Database to track and measure interactions between WDFW and the public
- Create a consistent and inclusive experience for the public
- Identify gaps and areas for improvement
- Over 60 events attended by CAPE since April 2023



### Newly Established Partners:

- Golden Bricks Events
- Outdoor Asian
- Tacoma Urban League
- Innovative Change Makers
- Capital City PRIDE



INNOVATIVE CHANGE MAKERS





# Questions?

