

Washington Department of Fish and Wildlife

Orca Regulations Communications Advisory Group

Meeting 3
June 10, 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.

Today's Agenda

9:00	Welcome <ul style="list-style-type: none">• Meeting overview• 10-minute public comment opportunity
9:20	Working Group Updates
10:00	Presentation: C+C Social Marketing Research
10:20	10-minute Break
10:30	Preliminary FY25 Communication Objectives and Messages
11:30	Recreational Boater Engagement Workshops
11:50	Next Steps
12:00	Adjourn

Meeting 3 Objectives

1

Learn more about recreational boater target audience

2

Determine ORCA Group approach to identifying FY25 communication priorities

3

Provide feedback on boater engagement workshop tactics



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.

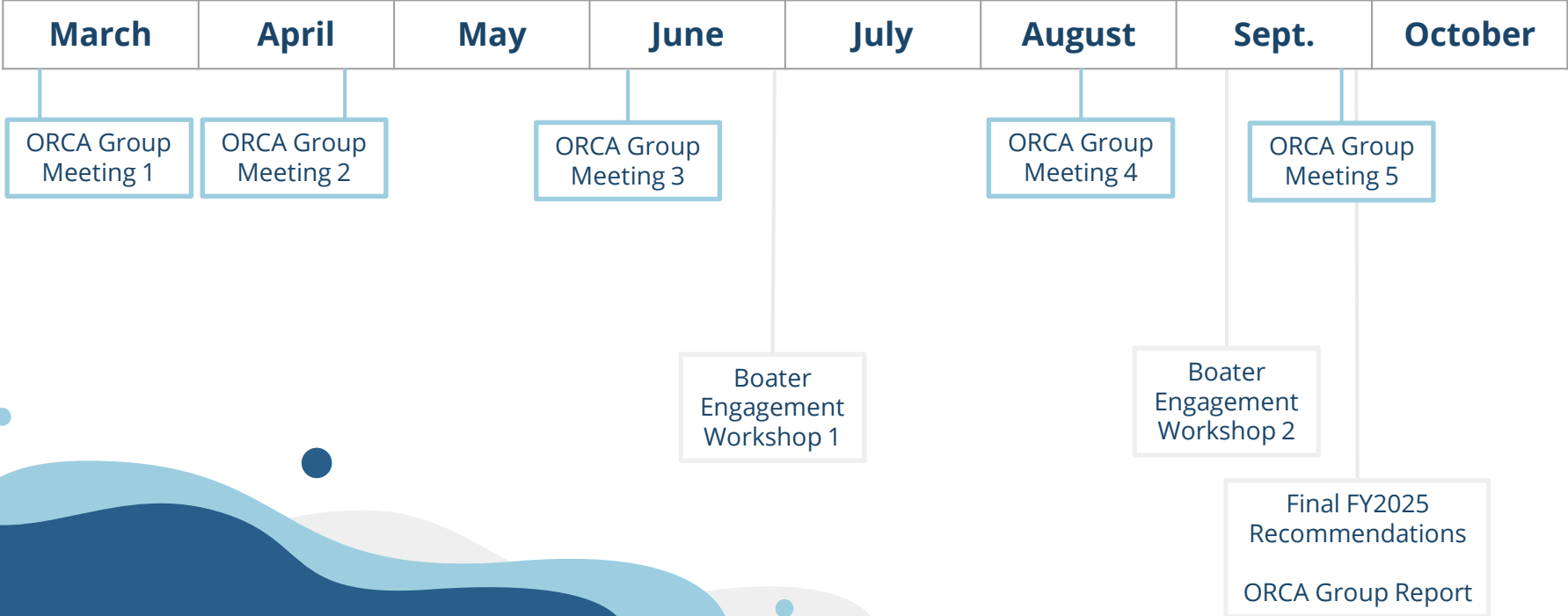
ORCA Group Members

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**

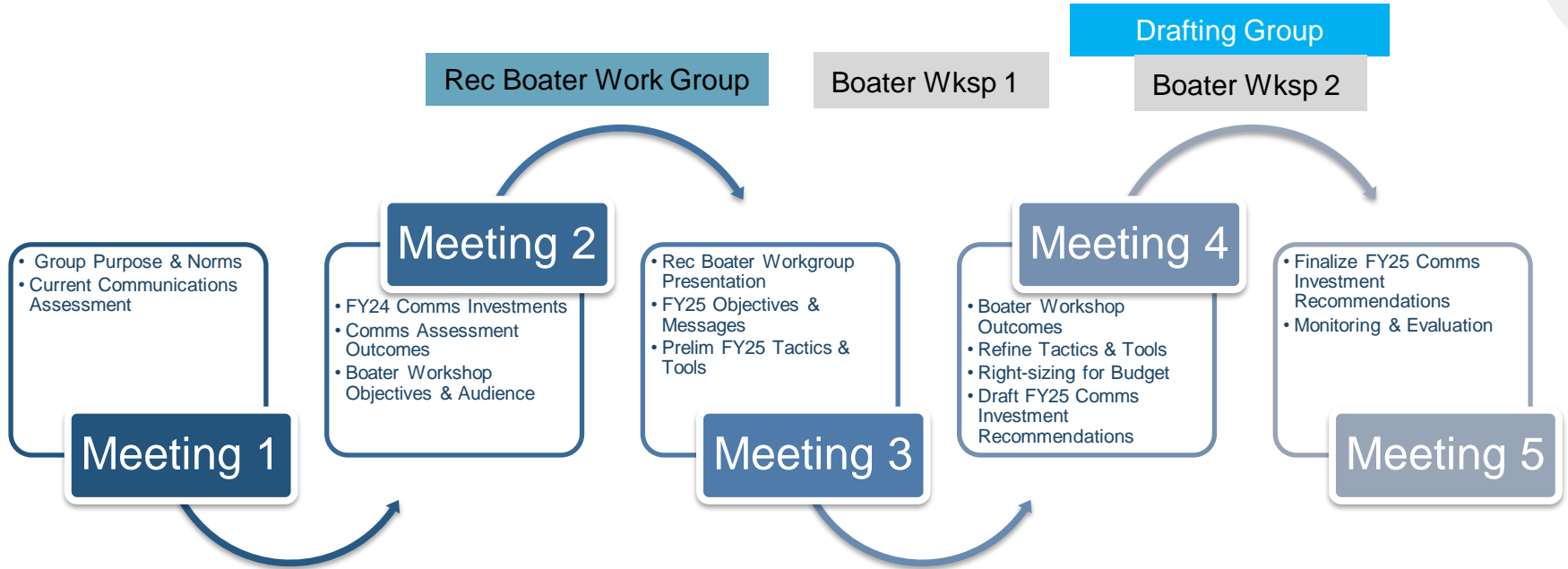
● ORCA Group Working Norms

- 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

ORCA Group 2024 Timeline



ORCA Group Process Map



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.*

Working Group Updates



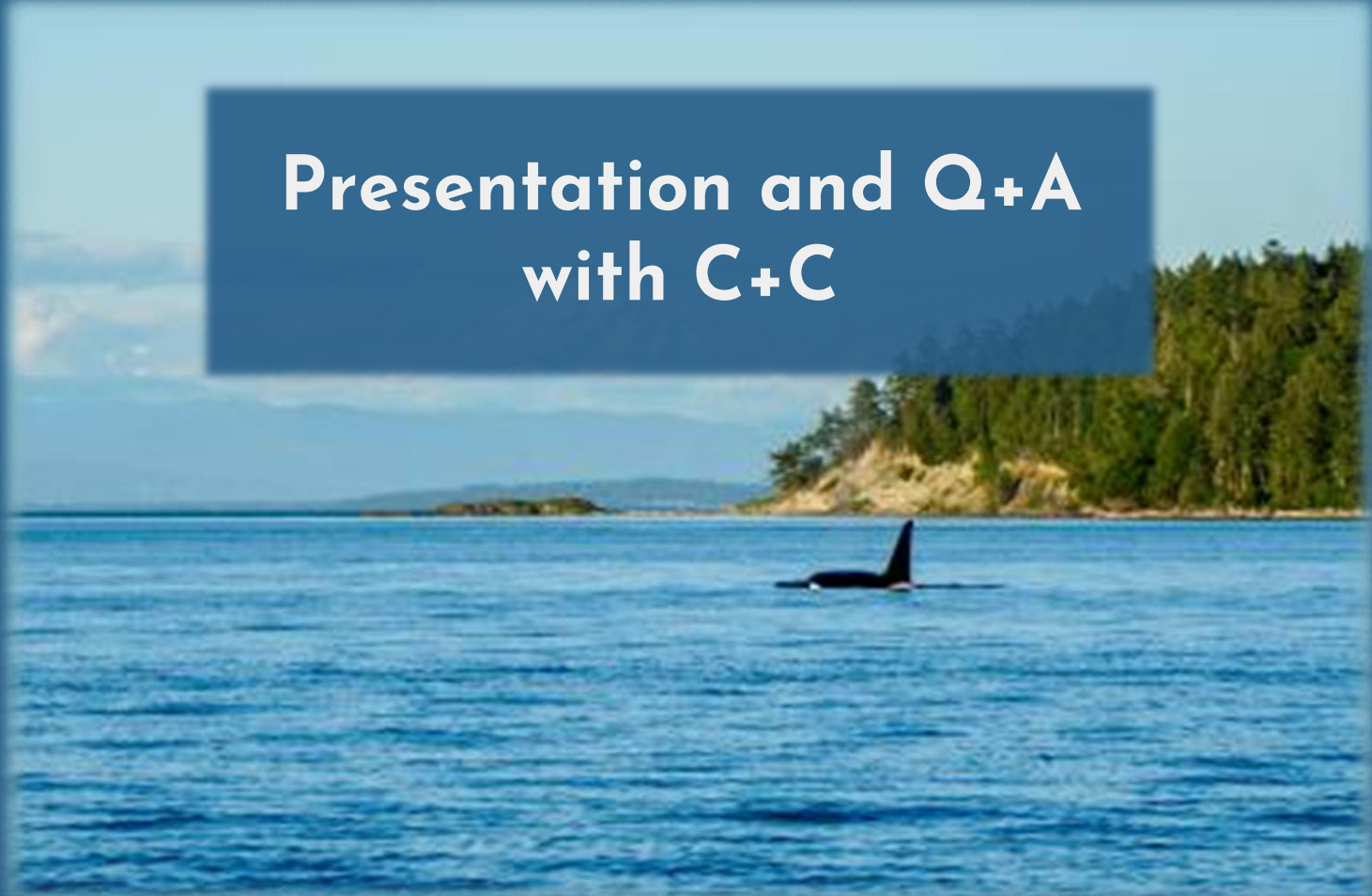
Land-based Whale Watching

Purpose: Engage ORCA Group members with particular expertise and/or who represent a constituency of land-based SRKW (and other Orca) viewers to propose communication objectives, messages, and methods for the land-based viewer audience for consideration by the full ORCA Group.

Process:

- Consult potential participants prior to June 10 ORCA Group meeting
- Determine interest in land-based viewing working group at ORCA Group at the June 10 meeting
- If there is interest, meet 2-3 times prior to WG meeting #4 (August)
- Collaboratively draft a document/Mural Board with communication objectives, methods, and messages to propose to the ORCA Group prior to Meeting #4

Presentation and Q+A with C+C





Washington Department of
FISH & WILDLIFE

Southern Resident Killer Whale Regulations Research Overview

June 10, 2024

C+C Agenda

- Intros
- Background + Research Overview
- Priority Audiences
- Research Fieldwork: Early High-Level Findings
- Q+A



Background + Research Overview



Background + Intro to C+C

Background: The Washington Dept. of Fish and Wildlife (WDFW) is seeking a consultant (C+C) to conduct stakeholder engagement, planning and research to develop a social marketing campaign. The campaign will announce and influence adherence to new vessel buffer regulations aimed at protecting Southern Resident Killer Whales (SRKW) that are going into effect in January 2025.

About C+C: C+C is an award-winning behavior change agency founded in 2005. We create campaigns that work harmoniously across paid, earned and owned media, because they're built by a team that understands how these channels can work together to produce results that are measurable and meaningful.

C+C is home to researchers, PR and marketing experts, multicultural communicators, digital strategists, producers, and creatives working together, every step of the way, to build integrated campaigns that change the way people think AND the way people act.



Audience Research Overview

C+C is conducting research aimed at better understanding the opinions of **recreational boaters** and **commercial vessel operators** in Salish Sea waterways to help inform this social marketing campaign. Where possible, C+C will also seek to understand the opinions of commercial fishers.

Research Objectives: To better understand attitudes, perceptions, and behaviors of above priority audiences by gathering information on:

- Barriers and motivators to abiding by specific regulations and protective actions
- Three written messages to understand areas of likes, dislikes, and points of confusion as well as relevance, believability, and motivation to follow regulations and take protective actions
- Preferred communication channels and trusted messengers

Research Methodology: 30-minute online quali-quant study in C+C's proprietary Market Research Online Community (MROC)



Priority Audiences

Target Audience: Up to 30 recreational boaters or vessel operators active in Salish Sea.

Recruit participants for each of the following audiences: recreational boaters and commercial whale watching industry (and best efforts for commercial fishers) who:

- Live in the state of Washington
- Aged 18+
- Mix of gender, age, income
- Own or use a vessel used for recreation or commercial purposes in Salish Sea at least 6 times a year

Recruitment Approach: C+C will recruit recreational boaters through our existing research (MROC) and rely on WDFW and stakeholders to recruit participants for the commercial whale watching industry (and best efforts for commercial fishers).

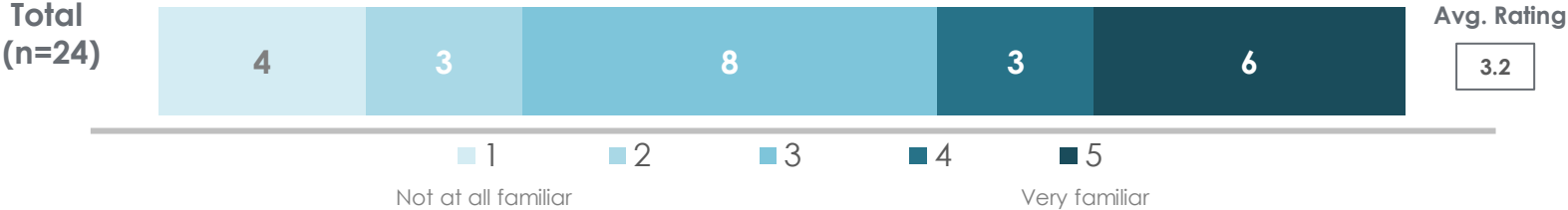
Research Fieldwork: Selected Early High-Level Findings

Note: Research results are not comprehensive or final and reflect overall totals, not yet segmented by audience. Results are directional rather than statistical and are presented with counts rather than percentages.



Level of Familiarity with Current SRKW Boating Regulations

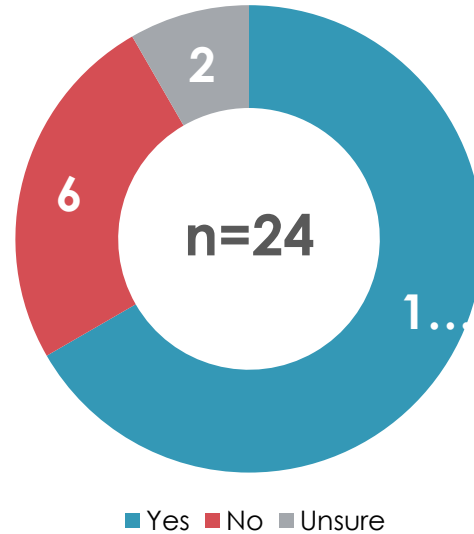
There is moderate familiarity with current regulations.



Q. Continue to think about your experiences boating in the Salish Sea (including Puget Sound, Strait of Georgia, Strait of Juan De Fuca). What is your level of familiarity with current (as of 2024) boating regulations related to Southern Resident Killer Whales (SRKW)? Please rate on a scale of 1 to 5, where 1 is 'Not at all familiar' and 5 is 'Very familiar.' (n=24) ²¹

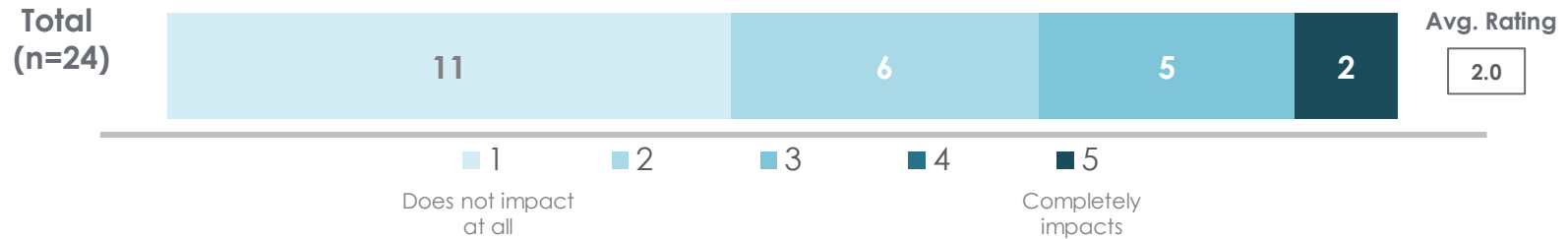
Takes Actions to Protect or Avoid Encountering SRKWs

About two thirds currently take actions to protect SRKWs while boating.



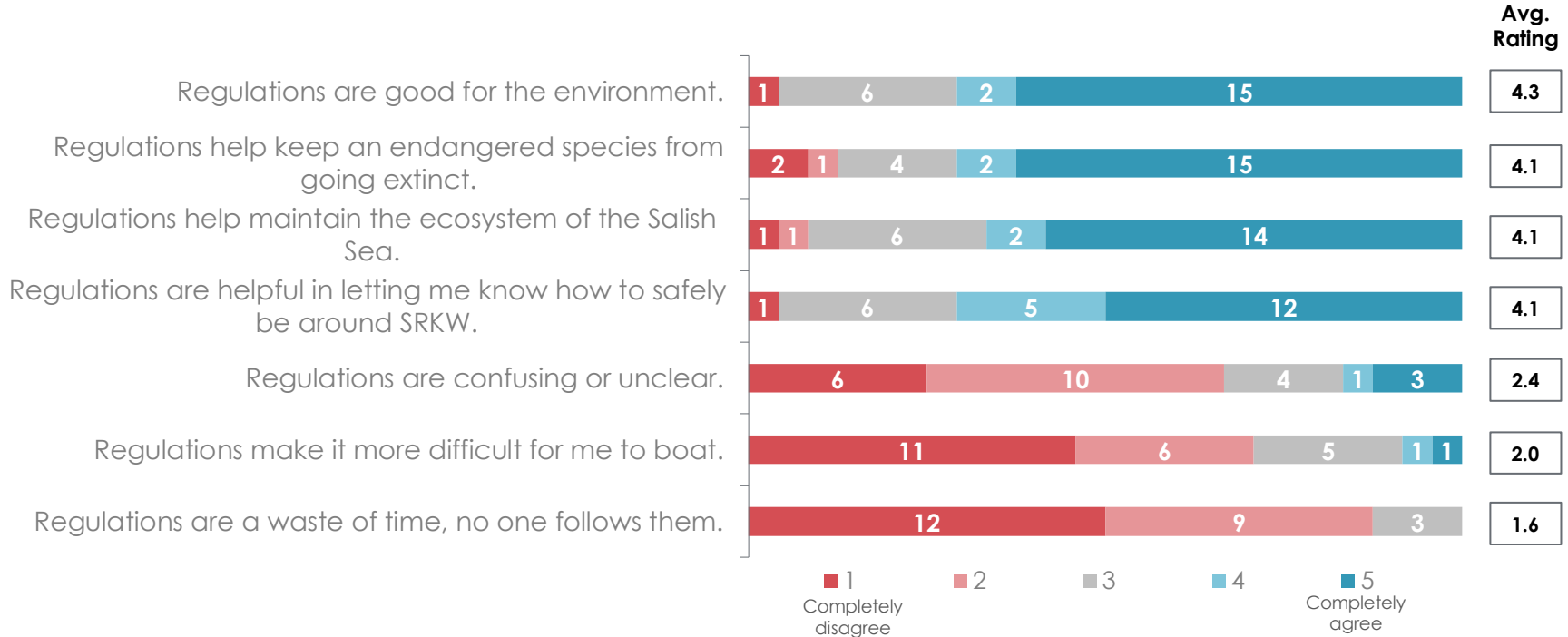
Impact of Current SRKW Boating Regulations on Salish Sea Trips

For a majority, current regulations have little-to-no impact on their Salish Sea boating trips.



SRKW Regulation Statement Agreement Ratings

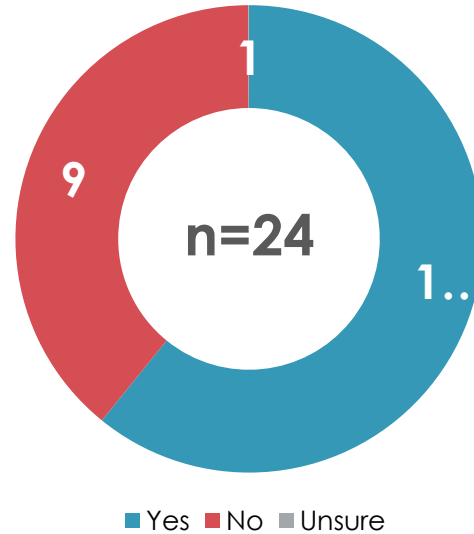
Sentiments around SRKW regulations are generally positive.



Q. Please rate your level of agreement with the following statements related to current regulations related to Southern Resident Killer Whales: Please rate on a scale of 1 to 5, where 1 is 'Completely disagree' and 5 is 'Completely agree.'? (n=24)

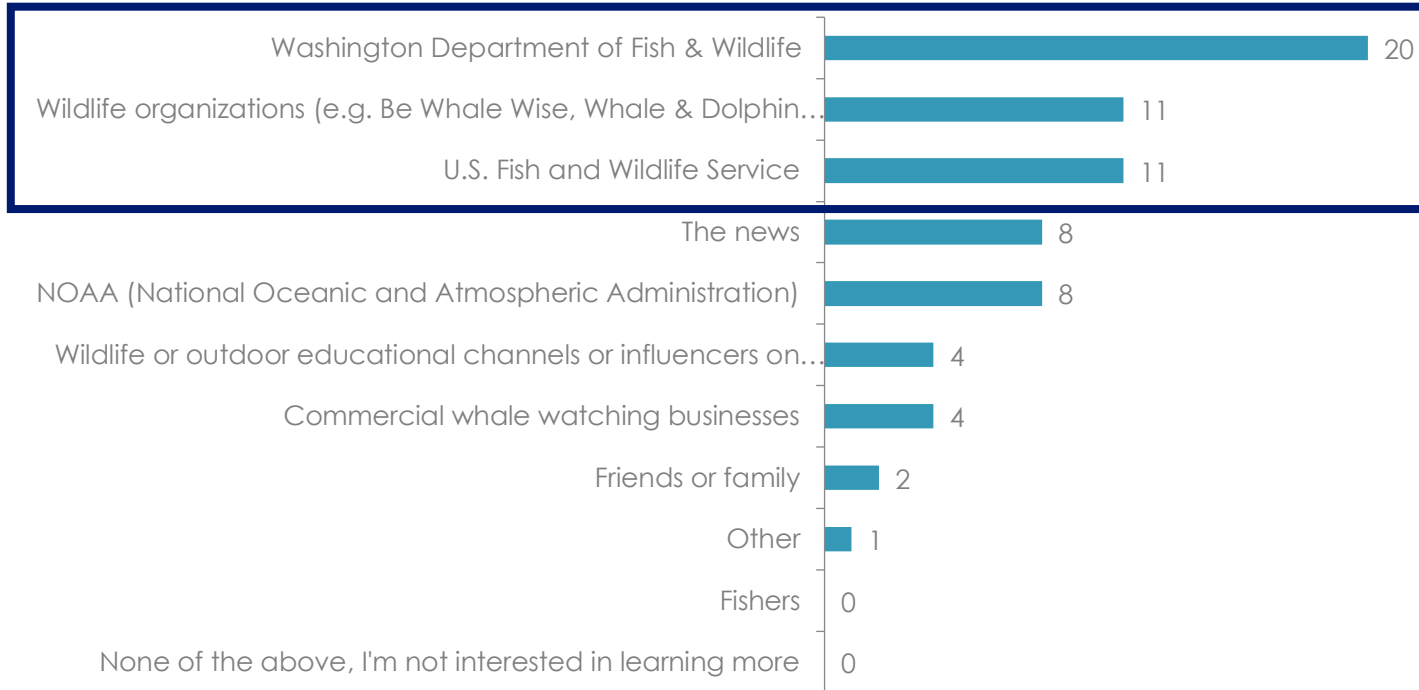
Awareness of Updated SRKW Boating Regulations in Effect as of January 2025

While over half are aware that updated regulations are coming, there is room for further education, with several unaware or unsure.



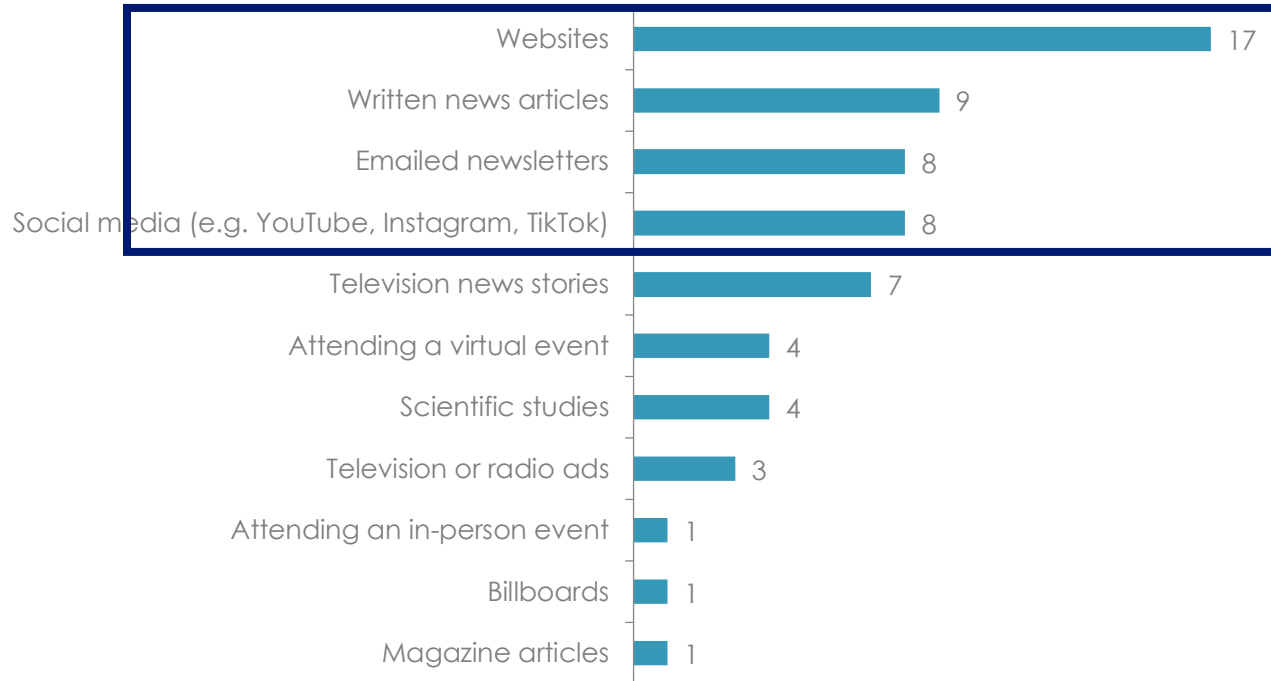
Trusted Resources for Further Information on Updated SRKW Boating Regulations

For the vast majority, DFW is the top trusted resource for learning more info on the updated regulations, with many also trusting wildlife orgs and the U.S. Fish and Wildlife Service.



Trusted Platforms for Further Information on Updated SRKW Boating Regulations

Top trusted platforms include easily accessible, primarily online options.



Messages Tested

Message 1: Lead with Science

Our Southern Resident Killer Whales are endangered, and vessel noise and disturbance is part of the reason why. Recent studies show that even the current guideline of 400 yards is close enough to disrupt their feeding, resting and movement needs. Because of this, all boats will need to give 1,000 yards of space starting in January 2025.

Message 2: Lead with Context

Our Southern Resident Killer Whales are in big trouble for several reasons: not enough salmon to eat, toxic chemicals in their food and water, and noise and disturbance from vessels making it harder for them to find food and to communicate with each other. While we need to address all causes, recreational and commercial boaters can do their part by following new guidelines to stay 1,000 yards away from any Southern Residents you encounter.

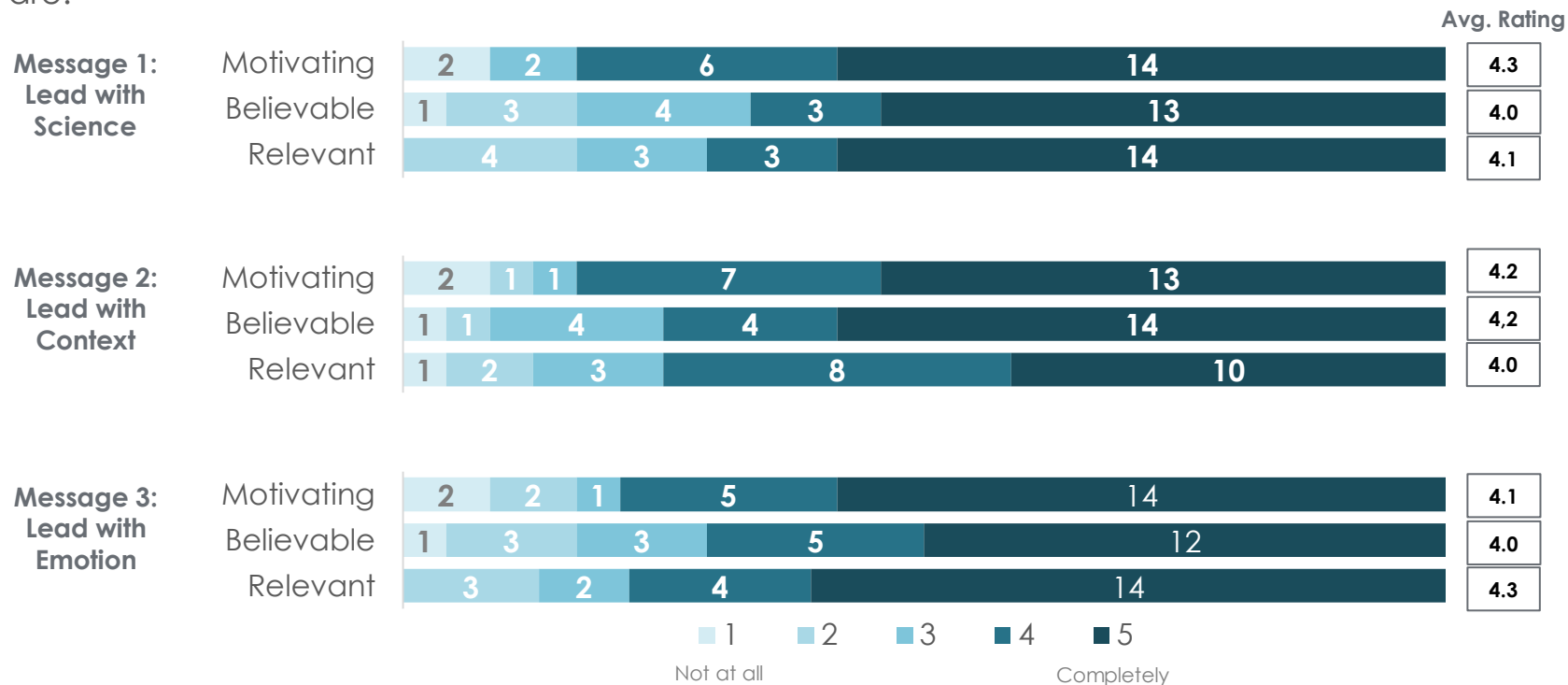
Message 3: Lead with Emotion

Our Southern Resident Killer Whales are a beloved population of orcas that are native to our local waters. These whale families are a symbol of what makes our region special, and they deserve to be able to hunt, travel and care for their young. Boaters have a unique relationship with our marine wildlife and are in a special position to help protect them by giving them 1,000 yards of space out on the water. This will be the law starting in January 2025.



Message Ratings Metrics

Messages tested receive positive ratings overall, particularly regarding how motivating they are.



Q+A



10-minute Break



FY25 Communication Investment Priorities



Recreational Boater Engagement Workshops



Boater Engagement Workshop Invitation/ Flyer

Protecting Southern Resident Killer Whales 2025 Washington Vessel Regulations

We need your help!

The Washington Department of Fish and Wildlife (WDFW) and its [Orca Regulations Communications Advisory \(ORCA\) Group](#) seeks input from the Salish Sea recreational boater community to inform its education, outreach, and communications work related to Southern Resident killer whales (SRKW) and related vessel regulations (as directed by the Washington State Legislature in the [2023-24 Senate Bill 5371](#)). Your perspectives will ground this important work in reality and lead to more effective communication that will ultimately support SRKW recovery.

How can you participate?

WDFW and the ORCA Group are hosting two online workshops—you are welcome to join one or both:

- **Workshop 1: Anticipating 2025 Vessel Regulations.** Thursday, June 20, 2024, from 9:30am – 11:00am, Pacific Time. Vessel regulations being implemented in 2025 may raise many questions for boaters. Join this workshop to learn about the upcoming regulations and actions you can take this boating season to prepare for the change, and to share your concerns and communication suggestions through small-group discussions. [REGISTER HERE](#) for Workshop 1. For the agenda and more information, visit the [ORCA GROUP WEBSITE](#).
- **Workshop 2: Shaping 2025 Education, Outreach, and Communication Efforts.** Thursday, September 12, 2024, from 9:30am – 11:00am, Pacific Time. In this workshop, we will collect feedback on initial education, outreach, and/or communication plans related to the 2025 vessel regulations to ensure WDFW and the ORCA Group efforts are effective. More information about this workshop will be forthcoming later this summer. [REGISTER HERE](#) for Workshop 2. For the agenda and more information, visit the [ORCA GROUP WEBSITE](#).

Questions? Contact us!

- WDFW Killer Whale Policy and Communications Team: killerwhales@dfw.wa.gov
- Workshop and ORCA Group Facilitation Team: Alec Ege, aege@rossstrategic.com

2025 Washington Vessel Regulations At-A-Glance

- Vessels will observe a 1,000-yard setback from SRKW.
- If within 1,000 yards, a vessel will move away from SRKW at a speed of 7 knots or less.
- If within 400 yards, a vessel operator will disengage the vessel's transmission.

June Workshop Agenda

Workshop Agenda

9:30 AM	Salutations!
<i>15 minutes</i>	<ul style="list-style-type: none">• Workshop purpose and agenda• Introductions
9:45 AM	Senate Bill 5371 Overview
<i>15 minutes</i>	<ul style="list-style-type: none">• New vessel regulations• WDFW outreach and education• ORCA Group
10:00 AM	Recreational Boater Mini Focus Groups
<i>40 minutes</i>	<ul style="list-style-type: none">• Small group discussions (held via Zoom breakout rooms) designed to collect recreational boater subgroup perspectives
10:40 AM	Focus Group Takeaways
<i>15 minutes</i>	<ul style="list-style-type: none">• High-level report out on focus group discussions
10:55 AM	Workshop Wrap Up
<i>5 minutes</i>	<ul style="list-style-type: none">• Future engagement opportunities• WDFW and ORCA Group next steps
11:00 AM	Adjourn

A Note on Focus Group Methodology

Focus groups are meant to collect rich detail and deeper levels of information on a specific topic through an interview with a smaller group of people.

The focus group interview is “loosely structured,” meaning the participants will influence the nature of the discussion and the moderator will pose relevant questions.

Although focus groups have the same protocol, or set of questions, the discussions will not be identical and may not focus on the exact same topics. In general, questions should be simple and open-ended to solicit the most valuable insights.

Focus Group Purpose

Learn more about boater perspectives on three topics:

1. WDFW Communications
2. The 2025 vessel regulations
3. Their on-the-water experience



Draft Focus Group Topics and Questions

WDFW Communications

- How would you describe the type of/level of engagement you have with WDFW communications?
- Have you encountered WDFW SRKW-related ads in the last three months? If so, where?

New Vessel Regulations

- What are your initial thoughts/reactions to the new regulations?
- What are your main concerns?

Determining Distance on the Water

- How do you determine distance on the water now?
- In the best conditions, what distance are you comfortable assessing? In the worst conditions?

Safety on the Water

- What are examples of times when complying with the new regulations would conflict with safety?
- How would you navigate that conflict now, given the information you have?



What do **YOU** think?

What do you think about
the draft questions?

What would you add or
revise?

Next Steps



ORCA Group Meeting 4 will be IN PERSON

Date: Tuesday, August 20, 2024

Time: 9:00am to 3:00pm, PT

Location: Padilla Bay Estuarine Research Reserve in Mt. Vernon, Washington

*Meanwhile...*The Project Team will work on the following:

- Coordinate with working groups
- Develop the Meeting 4 agenda
- Draft FY24 process and investment recommendations report
- Outline FY25 investment recommendations report (due Oct. 1)
- Outline ORCA Group process report (due Oct. 1)

Thank You!

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

stthomas@rossstrategic.com