

Orca Regulations Communications Advisory (ORCA) Group

Meeting 4 Objectives and Agenda

Photo credit: Erin Gless/PWWA via Seattle Times

Meeting 4 Details

Date Tuesday, August 20, 2024
 Time 9:00 AM – 3:00 PM, PDT
 Location Padilla Bay National Estuarine Research Reserve
[10441 Bayview-Edison Road, Mount Vernon, WA 98273-7242](https://www.wa.gov/land-use/10441-Bayview-Edison-Road-Mount-Vernon-WA-98273-7242)

Meeting 4 Objectives for ORCA Group Members

1. Affirm the ORCA Group’s FY2025 messaging preferences, based on the pre-meeting survey and subsequent discussion.
2. Affirm the ORCA Group’s FY2025 approaches for informing boaters for complying with the new regulations preferences, based on the pre-meeting survey and subsequent discussion.
3. Affirm the ORCA Group’s’ FY2025 recommended communication tools investment triage, based on the pre-meeting survey and subsequent discussion.
4. Provide feedback on second boater engagement workshop objectives
5. Provide opportunities among ORCA Group members and WDFW staff to continue to strengthen their relationships with one another.

In-Person Meeting Agenda

Time	Topic	Related Objective
9:00 AM 30 minutes	Welcome <ul style="list-style-type: none"> • Settle in, light refreshments • Round-robin salutations • Meeting objectives and agenda overview • 10-minute public comment period 	5
9:30 AM 60 minutes	FY2025 Messaging <ul style="list-style-type: none"> • Review survey outcomes for messaging preferences: <ul style="list-style-type: none"> ○ Perspective to emphasize (“Don’t try to view” vs. “Encourage viewing”) ○ Importance of staying at least 1,000 yards away ○ Avoiding encounters with SRKW closer than 1,000 yards ○ Tagline • Discuss, and affirm of areas of agreement • Update: WDFW's Be Whale Wise activities ("low hanging fruit" request) 	2
10:30 AM 15 minutes	Break	5
10:45 AM 75 minutes	FY2025 Approach <ul style="list-style-type: none"> • Review survey outcomes for the ORCA Group’s FY2025 approach preferences for: 	1

	<ul style="list-style-type: none"> ○ Notifying boaters of SRKW locations ○ Telling distance on the water ○ Distinguishing Orca ecotypes ● Discuss, and affirm of areas of agreement 	
12:00 PM 60 minutes	Lunch	5
1:00 PM 90 minutes (10-minute break incl.)	FY2025 Recommended Communication Tools Investment Triage <ul style="list-style-type: none"> ● Clarify tools as needed based on pre-meeting survey outcomes ● Triage by: <ul style="list-style-type: none"> ○ Priority 1 ○ Priority 2 ○ Baseline ● Discuss, score, and affirm areas of agreement 	1
2:30 PM 15 minutes	Boater Engagement Workshop 2 <ul style="list-style-type: none"> ● Overview of initial Workshop objectives 	4
2:45 PM 15 minutes	Wrap Up & Next Steps <ul style="list-style-type: none"> ● Next Steps for ORCA Group ● Meeting 5 Objectives 	--
3:00 PM	Adjourn	

Meeting 4 Materials/Resources

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