

Washington Department of Fish and Wildlife

Orca Regulations Communications Advisory Group

Meeting 4
August 20, 2024



Welcome!
**Please Provide a
Brief Introduction**

Today's Agenda

| | |
|----------------------------|--|
| 9:00am (30 min) | Welcome, Overview, and Introductions |
| 9:30am (60 min) | FY2025 Messaging <ul style="list-style-type: none">• Review survey outcomes for messaging preferences• Discuss, and affirm of areas of agreement |
| 10:30am (15 min) | Break |
| 10:45am (75 min) | FY2025 Approach <ul style="list-style-type: none">• Review survey outcomes for the ORCA Group's FY2025 approach preferences• Discuss, and affirm of areas of agreement |
| 12:00pm (60 min) | Lunch |
| 1:00pm (90 min) | FY2025 Recommended Communication Tools Investment Triage <ul style="list-style-type: none">• Clarify tools as needed based on pre-meeting survey outcomes• Discuss, score, and affirm areas of agreement |
| 2:30pm (15 min) | Boater Engagement Workshop 2 <ul style="list-style-type: none">• Overview of initial Workshop objectives |
| 2:45pm (15 min) | Wrap Up & Next Steps |
| 3:00pm | Closing Remarks & Adjourn |

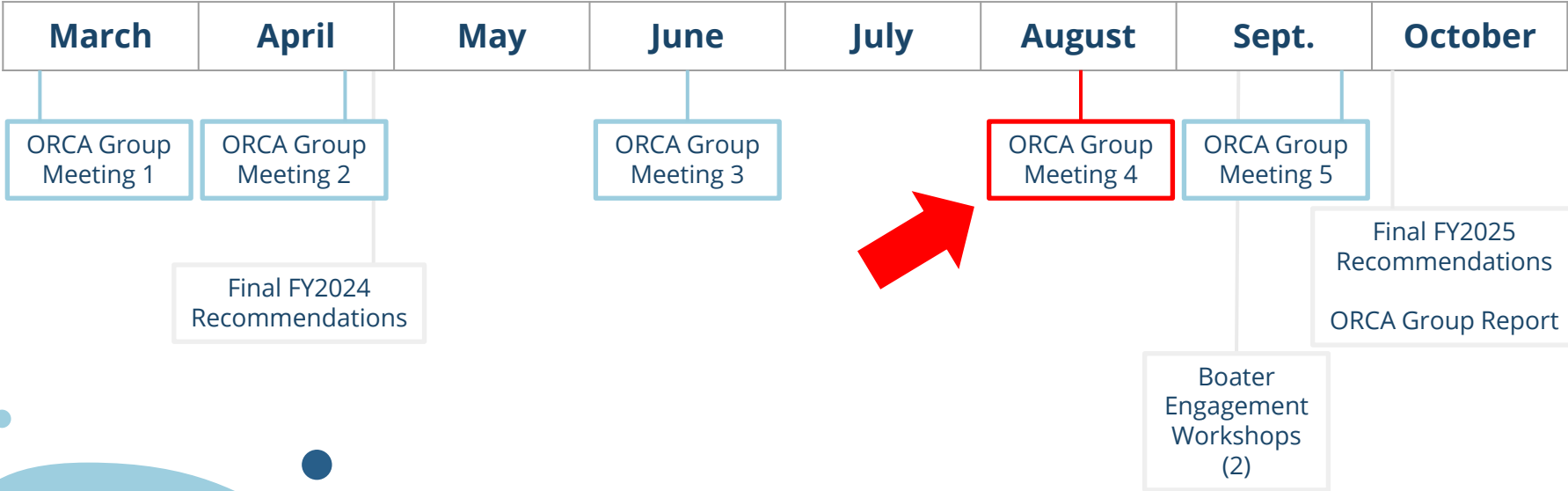
Today's Meeting Objectives

- 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 on complying with the new regulations, 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 an opportunity for ORCA Group members and WDFW staff to continue to strengthen their relationships with one another.

● 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



Public Comment



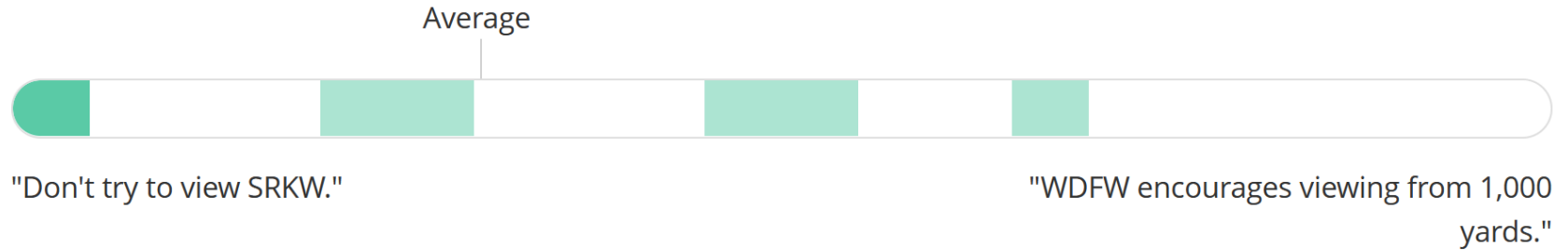
- If you are a meeting participant who would like to share a comment with the ORCA Group, please raise your hand.
- Facilitators will take a quick hand count to determine how long your comment may be given our time allotment.



FY2025 Messaging

Pre-Meeting Survey: Messaging Preferences

2. Which perspective should WDFW emphasize in messaging to recreational boaters? Move the slider to identify your preference.



Pre-Meeting Survey: Messaging Preferences

Messaging preferences for **“Advice for avoiding encounters with SRKW closer than 1,000 yards”**

- Top Choice: *“If you see an orca and you aren't sure, assume it's a Southern Resident. Move away slowly.”*
- Mixed Results:
 - If you see one or more commercial whale watching vessel ~200-400 yards (not 1,000 yards) from orcas, those are likely transient orcas, and you are only required to stay 200 yards away.
 - Do not approach closer to whales than commercial whale watching vessels.
 - If you see an orca fin, you are probably too close. Move away slowly.
 - If you see a vessel flying the Whale Warning Flag, look to see which way the passengers are looking. Whales may be in that direction, so it's often best to pass the vessel on the other side.

Pre-Meeting Survey Messaging Preferences

What do you think of these potential tools/approaches to educate people on **how to avoid or minimize encounters** with SRKW closer than 1,000 yards?

Agreement:

- WDFW should work on tools or tactics to help notify boaters of SRKW location.
- WDFW should work on developing tools and messaging for telling distance on the water.

Divergence:

- WDFW should work on developing tools to help people learn to distinguish orca ecotypes.

Pre-Meeting Survey Messaging Preferences

“1k Away” Tagline

- Preference to lead with Context then Science
- Received positively by most of those who responded to the survey

Comments:

- “1k away is confusing. Almost sounds like 1 kilometer away. I prefer 1000 yards.”
- “I don't like it. Too many measurements.”
- “1k away” is unclear. People will have to think twice about what 1k mean, and the 1 and the K are too similar graphically.

Pre-Meeting Survey Messaging Preferences

“1k Away” Tagline

Other suggestions:

- 1K Away is the safe space for Whales
- Keep it 1K: Safe Space for Whale
- Give them Space - stay 1000 yards away
- Give residents MORE space



Break

Please Return at 10:45am



FY2025 Approach

Pre-Meeting Survey Messaging Preferences

Notifying Boaters of SRKW Locations

Highest rated/interest:

- Exploring putting SRKW hot spots on navigation apps/charts
- Promoting whale tracking app use (e.g. Whale Alert)

Lowest rated/interest:

- Distributing & promoting Whale Warning Flags

Pre-Meeting Survey Messaging Preferences

Notifying Boaters of SRKW Locations

Need more discussion:

- Exploring putting real-time SRKW hot spots on navigation apps/charts
- Specific communications (radio, other?) when SRKW are present
- Maps of SRKW hot spots (for brochures, signage, etc.)
- Promoting use of sightings networks

Pre-Meeting Survey Messaging Preferences

Telling Distance on Water

Most agreement/interest:

- Maps showing 1000-yard radius bubbles in popular boating areas
- Trainings
- Video content

Least agreement/interest (discussion):

- Rangefinder cards
- Maps showing inlets/passages that are narrower than the SRKW setback

Pre-Meeting Survey Messaging Preferences


Distinguishing Orca Ecotypes

Most agreement/interest:

- Graphics to be used in pamphlets or on signage

Least agreement/interest (discussion):

- Trainings



Lunch Break

Please Return at 1:00pm



FY2025 Recommendation

Pre-Meeting Survey Messaging Preferences

Top Priority Tools:

- Ambassador programs
- Use of influencers
- Presentations (e.g., at club/association meetings)

Least Priority Tools:

- Water access point signage
- Digital & print advertising
- Direct mail (mailers) to vessel license-holders
- Peer-to-peer messaging
- Event tabling (fairs, festivals, boat shows, etc.)
- Volunteers distributing materials
- Boater training materials

FY2025 Recommendation Exercise

| Tool | Priority 1 | Priority 2 | Baseline |
|---|------------|------------|----------|
| Video content | | | |
| Swag (stickers, posters, etc.) | | | |
| Social media campaigns | | | |
| Materials to be distributed with fishing licenses | | | |
| On-water interactions | | | |
| Pledge programs | | | |
| Additional social marketing research/consultation | | | |



Boater Engagement Workshop 2

Boater Engagement Workshop 2

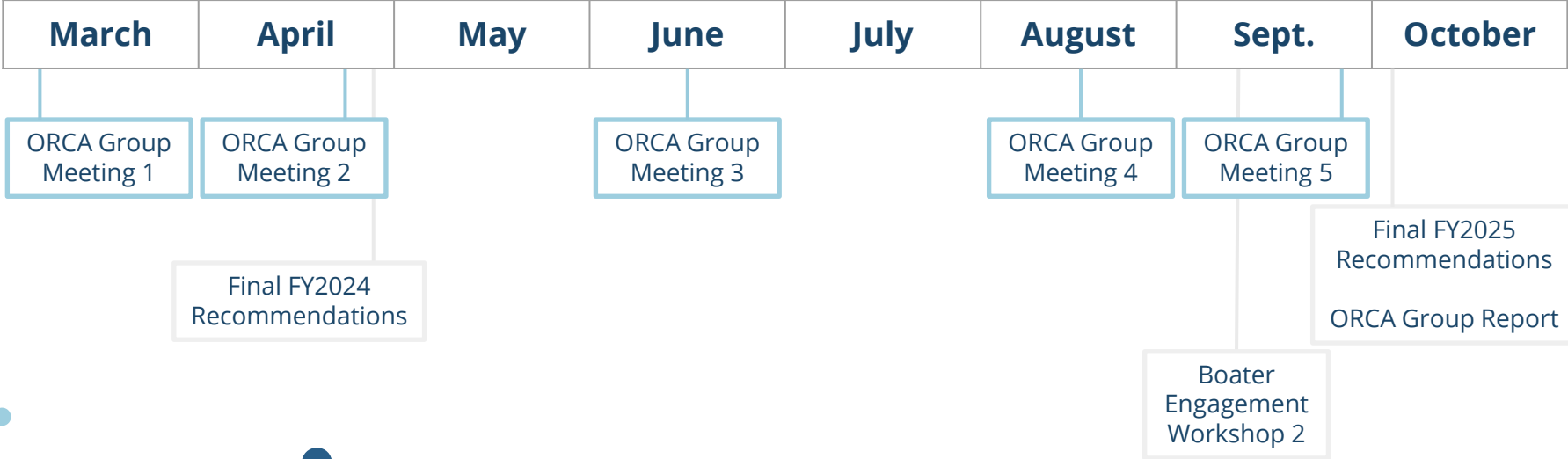
Current Workshop Objectives:

1. Prepare the boating community to comply with the new 1,000-yard setback and other SRKW whale watching regulations starting on January 1, 2025.
2. Workshop potential new messages and outreach approaches on complying with the new regulations with the boating community.
3. Capture feedback and potential improvements from boaters on WDFW's initial FY24 & FY25 communications efforts.



Wrap Up & Next Steps

ORCA Group 2024 Timeline



ORCA Group Meeting 5 Objectives

- 1) Finalize the ORCA Group's FY2025 messaging, approaches for informing boaters for complying with the new regulations, and communications tools preferences
- 2) Provide feedback on long-term WDFW efforts and communications activities for SRKW
- 3) Provide reflections on the ORCA Group process and future communications needs

Thank You!

Please email Alec Ege if you have questions or follow-up thoughts.

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