

# The Puget Sound Partnership *Leading Puget Sound Recovery*





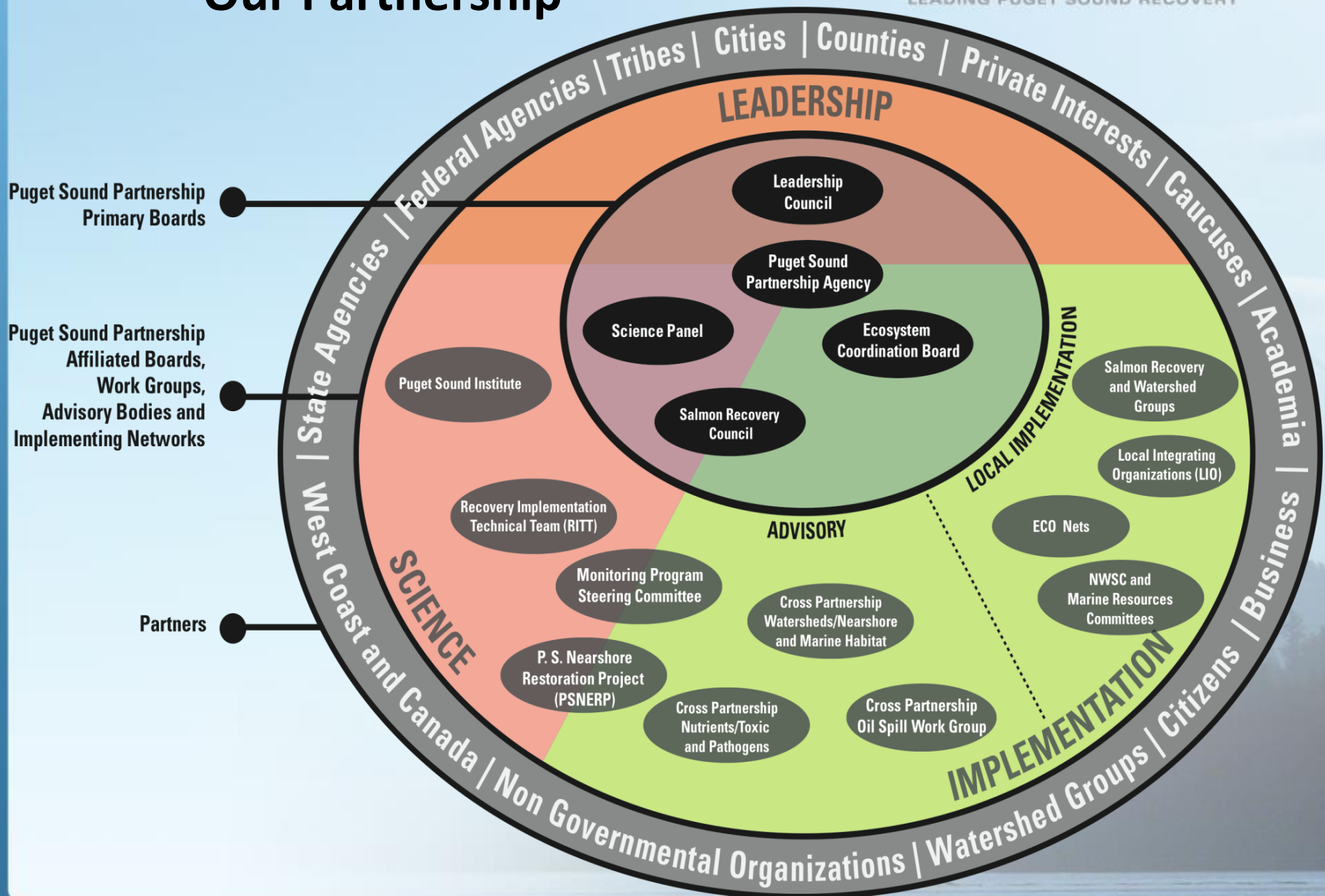
# The Puget Sound Partnership

- Sets science-based regional priorities
- Accelerates implementation of priority actions
- Provides accountability for results

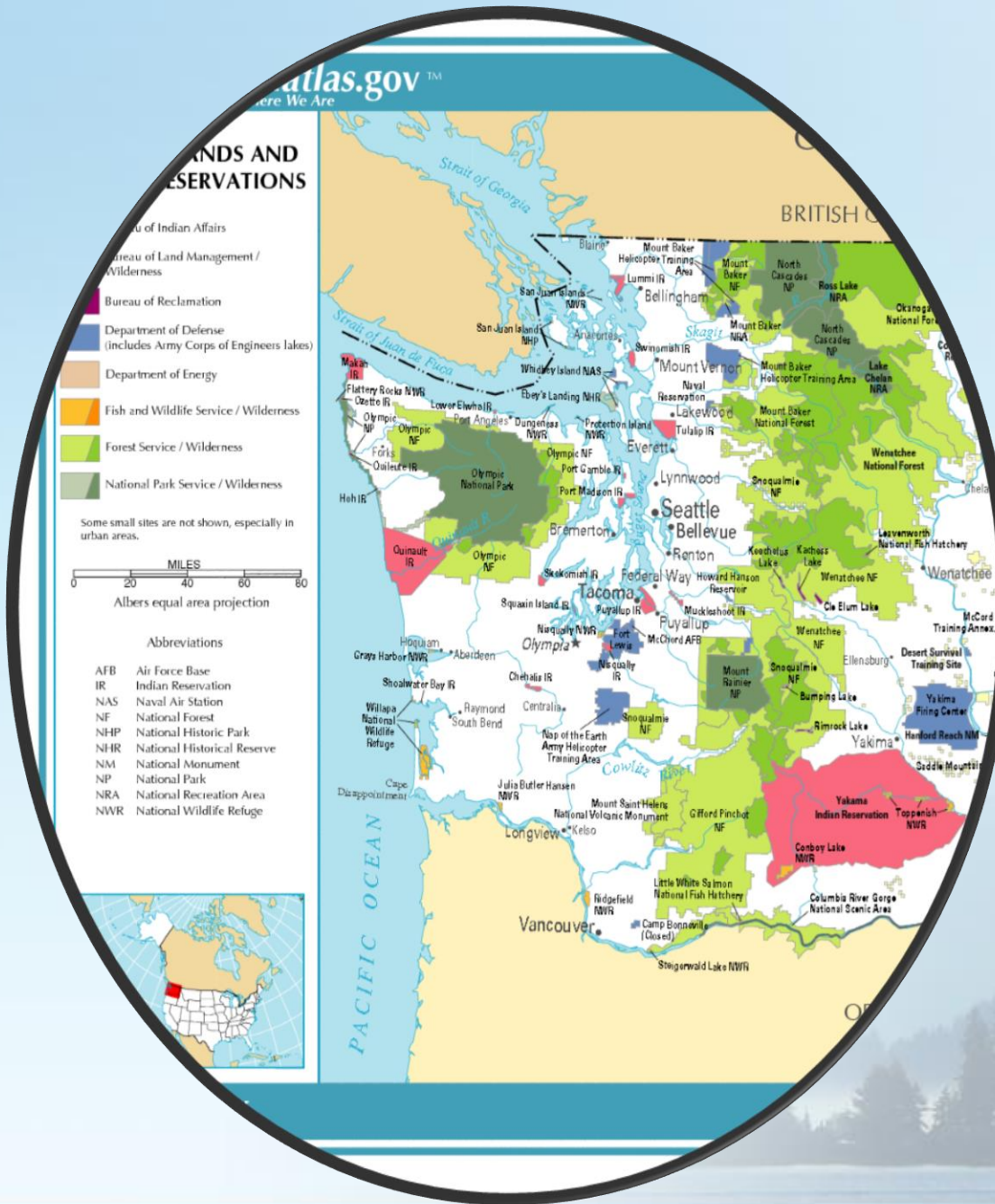


# Our Partnership

**PugetSoundPartnership**  
LEADING PUGET SOUND RECOVERY



- 15 Federally Recognized Treaty Tribes





# **Puget Sound**

- *Roughly the size of Ireland, Panama, or Sierra Leone*
- *4.5 million people*
- *2,500 miles saltwater shoreline*
- *19 major river systems*
- *Elevation 0 – 14,000ft*
- *Water temp. 7-12 degrees C*
- *Rainfall 18- 140"*
- *Snowfall 0 – 1,140"*
- *Orcas, salmon, mountain streams, old-growth forests*
- *3 volcanoes*
- *Worlds largest octopus*
- *3 National Parks*



## The 2014/2015 Action Agenda for Puget Sound



*The Puget Sound Action Agenda is the plan for cleaning up, restoring, and protecting Puget Sound by 2020*

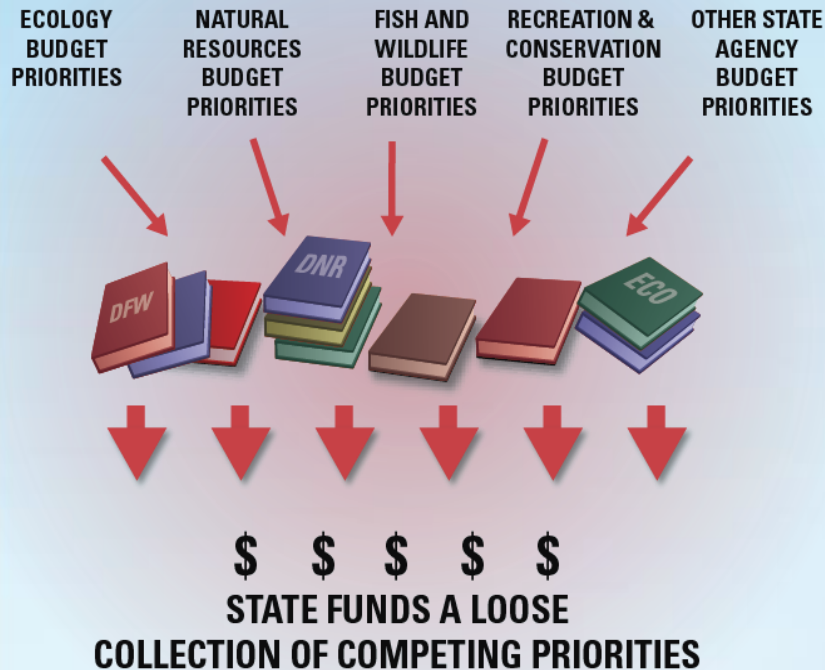
*May 2014*

**PugetSoundPartnership**  
LEADING PUGET SOUND RECOVERY

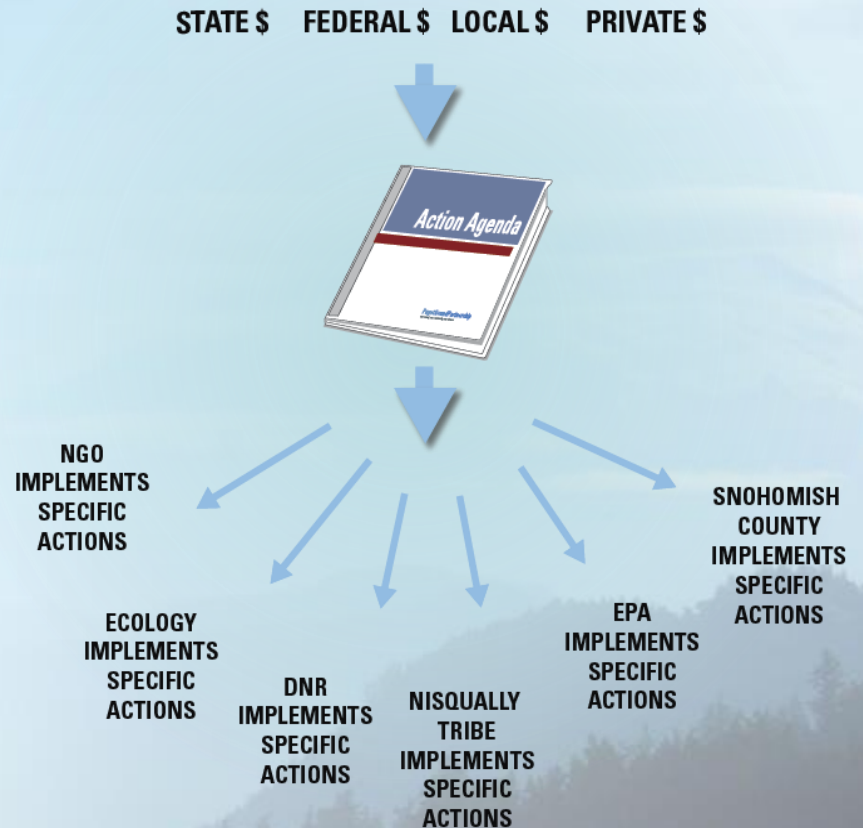
## Puget Sound Action Agenda

- Decisions based on sound science
- Action
- Accountability
- Building partners' and the public's capacity to contribute

## FORMER FUNDING METHOD



## PARTNERSHIP FUNDING METHOD





# Strategic Initiatives

**PREVENT  
POLLUTION FROM  
STORMWATER**



STRATEGIC INITIATIVE

**RECOVER  
SHELLFISH BEDS**



STRATEGIC INITIATIVE

**PROTECT AND  
RESTORE HABITAT**



STRATEGIC INITIATIVE



# Puget Sound Action Agenda Report Card


[Summary](#)
[Detail](#)
[Links](#)
[Help/About](#)

## Summary Report Card

[Print](#)

### Action Filters [\(Remove All\)](#)

#### Owner

None selected.

#### Vital Sign

1 selected. [\(Remove\)](#)

#### Funding Status

None selected.

#### Performance Status

None selected.

#### Corrective Action

None selected.

#### Recovery Strategy

None selected.

#### Strategy

None selected.

#### Sub-Strategy

None selected.

#### Action Search

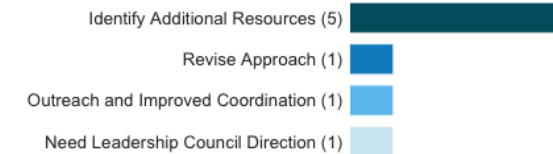
None selected.

### Performance Status (null)

On Plan/Complete ☒ (55%)  
Off Plan ☐ (3%)  
Serious Constraints ☐ (4%)  
Not Started ☐ (38%)  
Not Reported ☐ (0%)



### Corrective Action



Summary of Cost Estimate: \$64,129,311

Summary of Budgeted Amount: \$45,646,344

Performance Status						Corrective Action	Action ID	Action Title	Owner
2012	2013	2014							
3	4	1	2	3	4	1	2		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	B1.1.1	Integrated Nearshore Priorities	Puget Sound Partnership
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B1.1.2	Human Use Patterns in Marine Areas	Department of Ecology
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B1.1.WS3	West Sound Eelgrass and Forage Fish Surveys	West Sound Watersheds Council
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B1.2.1	Update Local Shoreline Master Program (SIHB)	Department of Ecology
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B1.2.STRT4	Straits Shoreline Master Programs	Strait of Juan de Fuca Ecosystem Recovery Network
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B1.2.WS2	West Sound SMP Update Alternatives to Shoreline Armoring	West Sound Watersheds Council
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B1.3.1	HPA Capacity Effectiveness	Department of Fish and Wildlife
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B1.3.2	Hydraulic Code Rules Revision (SIHB)	Department of Fish and Wildlife
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B1.3.SJ17	SJI Technical Assistance	San Juan County

**PugetSoundPartnership**  
our sound, our community, our chance







<http://www.psp.wa.gov/sos.php>

# 2013 State of the Sound

A Biennial Report on the Recovery of Puget Sound

**PugetSoundPartnership**

LEADING PUGET SOUND RECOVERY



# **Puget Sound Recovery**

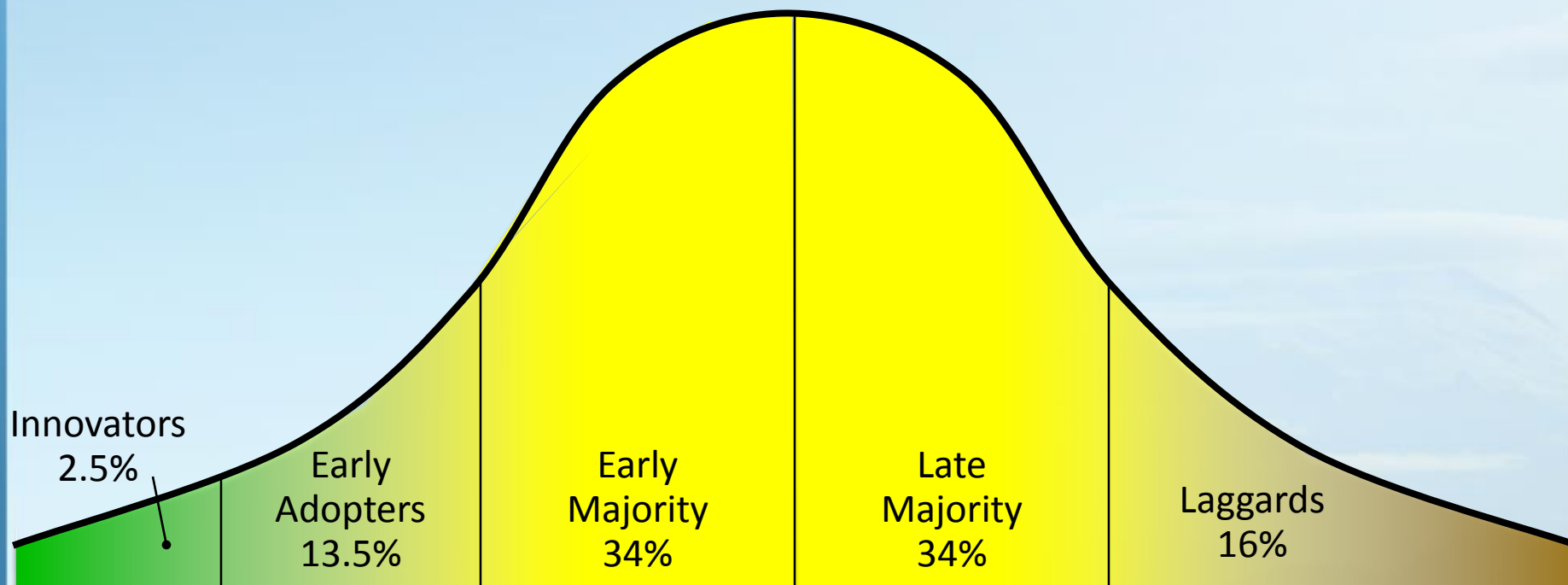
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## **Stewardship Program**

*Nudging the behaviors of  
Puget Sound residents -  
4.5 million times*

# Diffusion Approaches: Education, Social Marketing, and Law

**PugetSoundPartnership**  
LEADING PUGET SOUND RECOVERY

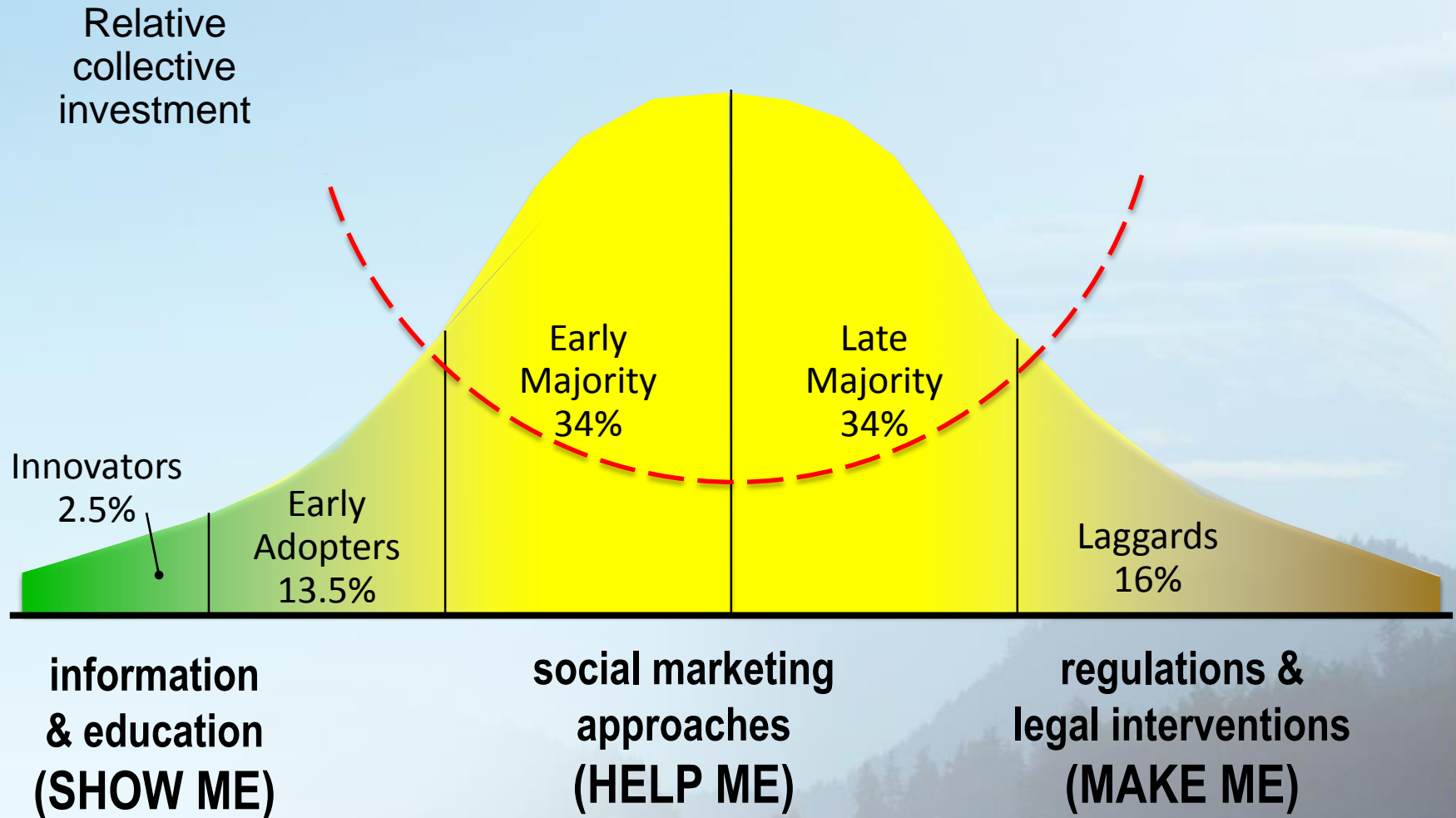


**information  
& education  
(SHOW ME)**

**social marketing  
approaches  
(HELP ME)**

**regulations &  
legal interventions  
(MAKE ME)**





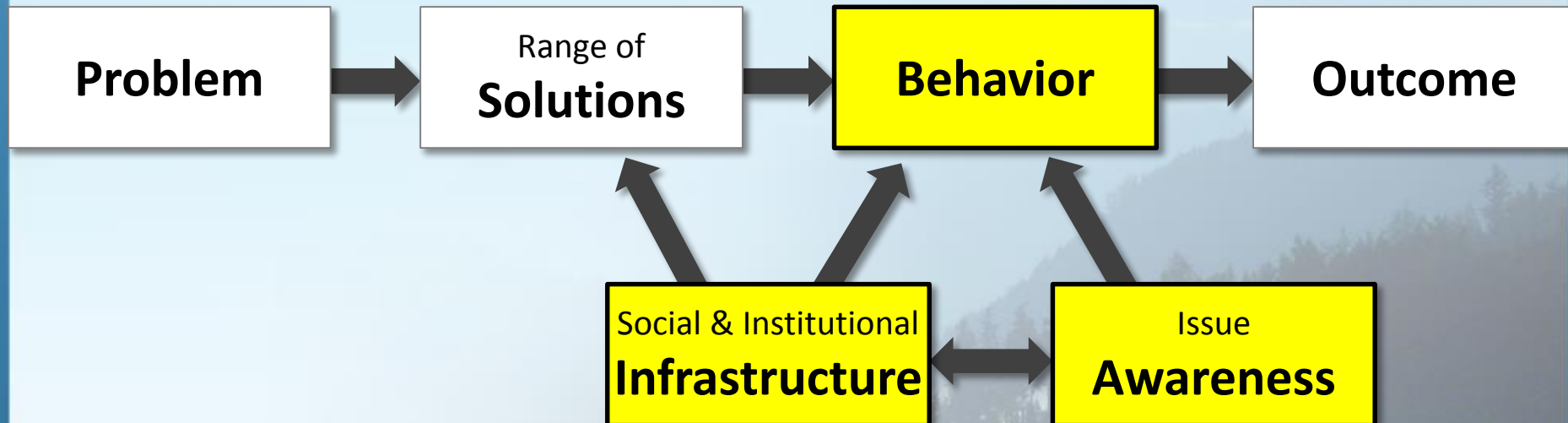
# **STEWARDSHIP PROGRAM**

**Changing behaviors that affect the health of Puget Sound**

- 1. Focus on systemic change**
- 2. Focus on environmental outcomes**
- 3. Focus on 4.5 million residents, not just the eager minority**
- 4. Focus on innovation and sustainability**
- 5. Fill gaps**
- 6. Enable others to conduct the work**

# Action Agenda Section E.4

Now Sections D5, D6, and D7





# ONE BIG FAMILY. SHARING THE BEST BACKYARD.



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sort by: [date posted](#) [most popular](#) [random](#)



Latest Episode



Olympia



Upcoming Event

Oct. 13

MEET OUR NEW HOST,  
**MARK WHISTLER.**

[learn more](#)



1 2 3



Mark's Sound Tip

Start of a tip for Sounders to be environmentally friendly and preserve the Sound... [more](#)  
primary #tag; secondary #tag

[www.pugetsoundstartshere.org](http://www.pugetsoundstartshere.org)

<http://www.pugetsoundstartshere.org/videos/underwater-filmmaker/#.VEmCIMmwWbE> (4.5)

<http://www.pugetsoundstartshere.org/videos/fresh-seafood/#.VEmD5MmwWbE> (2.5)

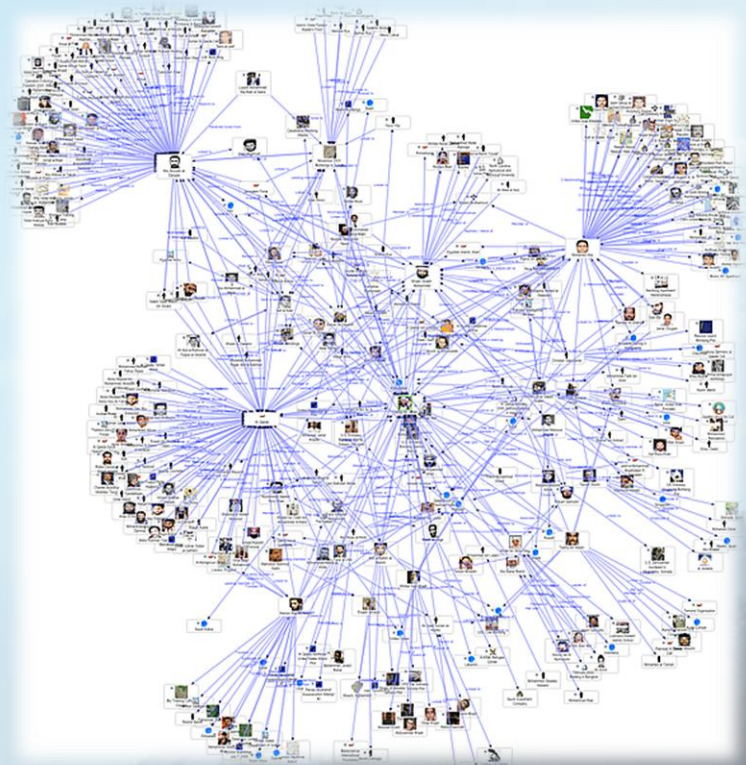
<https://www.youtube.com/watch?v=YqP9mFogvgM>

Pity those  
just visiting.

Puget Sound  
Starts Here

# ECO Network

- 470+ member organizations
- 12 chapters
- Trainings, resources, coordination, grants
- SOCIAL CAPITAL





## K-12 Education

- **Systemic change**
- Pacific Education Institute, OSPI, PSP, Russell Family Foundation
- Incorporate Puget Sound Place-based content into K-12 curricula across the region
- Over 1/2 of Puget Sound Districts have place-based education programs by end of 2014 (on– target)
- PS Focused Senior Projects



# Citizen Action Training School

## *Developing Tomorrow's Leaders*

- **Successful pilot:** 22-year legacy of civic participation, leadership, public engagement
- Launched **Puget Sound wide**
- Focus on generating **productive citizen engagement** to build a base of future leaders in Puget Sound recovery



# SOCIAL MARKETING

## Training

- UW Certificate course for ECO Net members
- Advanced training & technical assistance

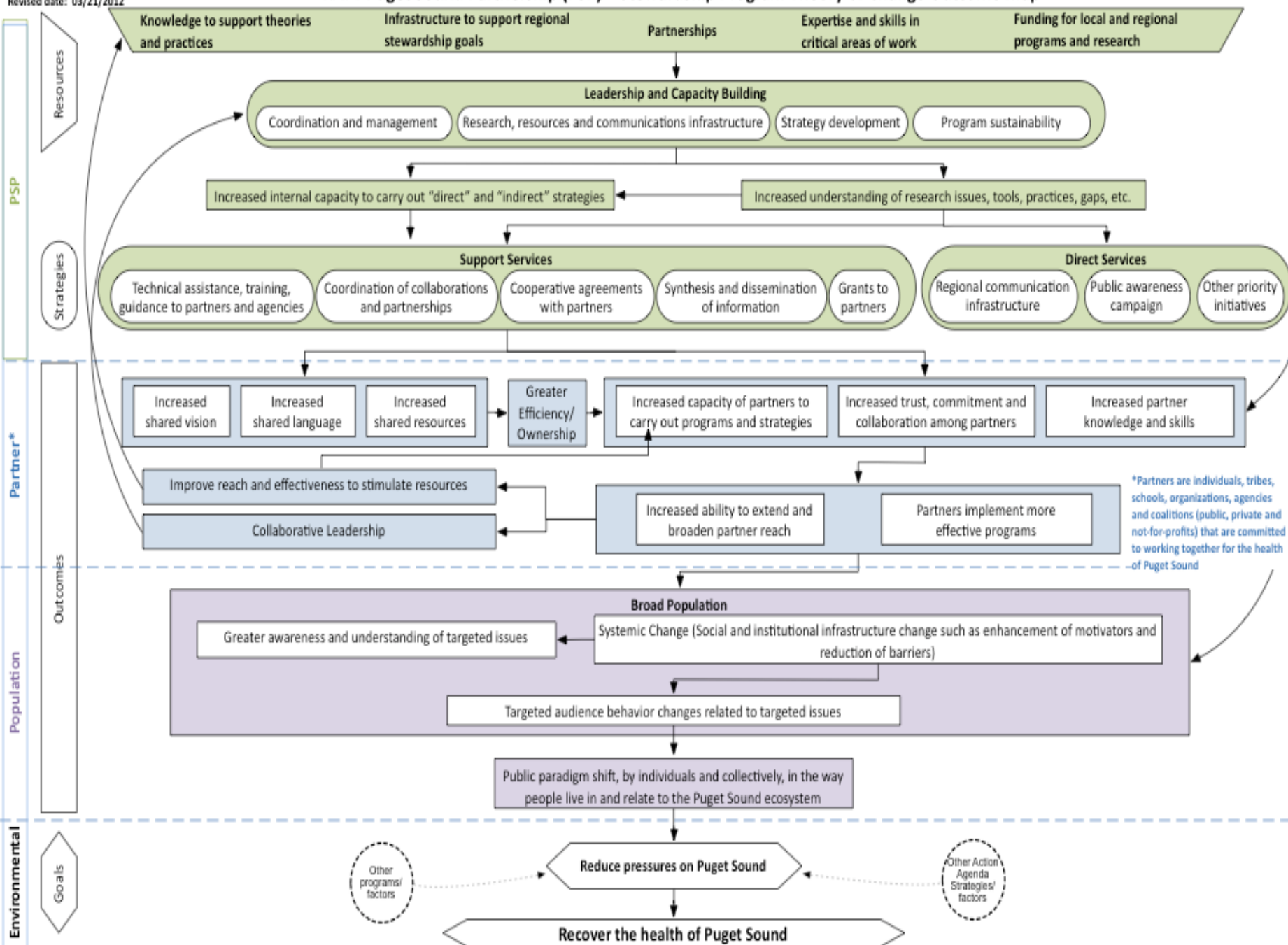
## Grants

- Local BMP initiatives via trained ECO Net members (\$372K)
- Regional Model Stewardship Program initiatives (\$2M)

## Support and Resources

- Technical assistance for grant recipients
- Topical audience research
- Formative Research data repository

# DRAFT Puget Sound Partnership (PSP) – Stewardship Program Theory of Change Outcome Map





Resources

**INPUTS**

Strategies

**PUGET SOUND PARTNERSHIP**

Outcomes

**LOCAL PARTNERS**

**PUGET SOUND'S HUMAN POPULATION**

Goals

**PUGET SOUND'S ENVIRONMENT**

Resources

**INPUTS**

Strategies

**PUGET SOUND PARTNERSHIP**

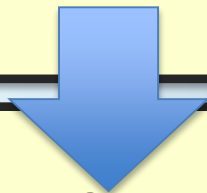
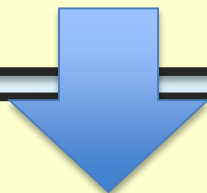
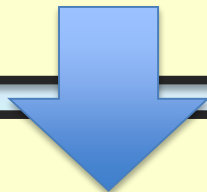
Outcomes

**LOCAL PARTNERS**

Goals

**PUGET SOUND'S HUMAN POPULATION**

**PUGET SOUND'S ENVIRONMENT**



# **Public Opinion Research (*POR*)**

## **2012-2015**





# POR Tasks

1) Sound Behavior Index & Social Capital Index (2012 only)

2) General Opinion Survey

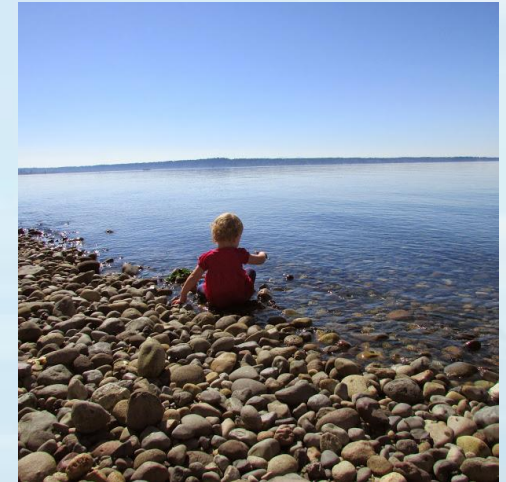
3) Barriers and Motivators  
Formative Research (completed)

- > 2 surveys/ sets of focus groups
- > Pesticide Use & Residential Tree Planting



# SOUND BEHAVIOR INDEX

- **Index development**
  - 28 indicator behaviors (+/-)
  - Track individual behaviors over time
  - Track collective progress over time
  - Index values for region and by co.
- **Sample size: 3,600+**
  - 300 per county
  - 12 Puget Sound counties
  - Random phone survey



# 2012

# and

# 2013

# 1

# 3



\* The Sound Behavior Index is currently in its first iteration, which means there is just one data point. This first data point serves as the baseline value for the 12-county region and is set at 1.0. Future values will be measured against the baseline. Index values above 1.0 will indicate a positive shift in residents' behavior and practices helpful to Puget Sound. Index values falling below 1.0 will indicate that behavior and practices are becoming more harmful to Puget Sound.



# Puget Sound Behavior Index Survey Results

## HELPFUL BEHAVIORS

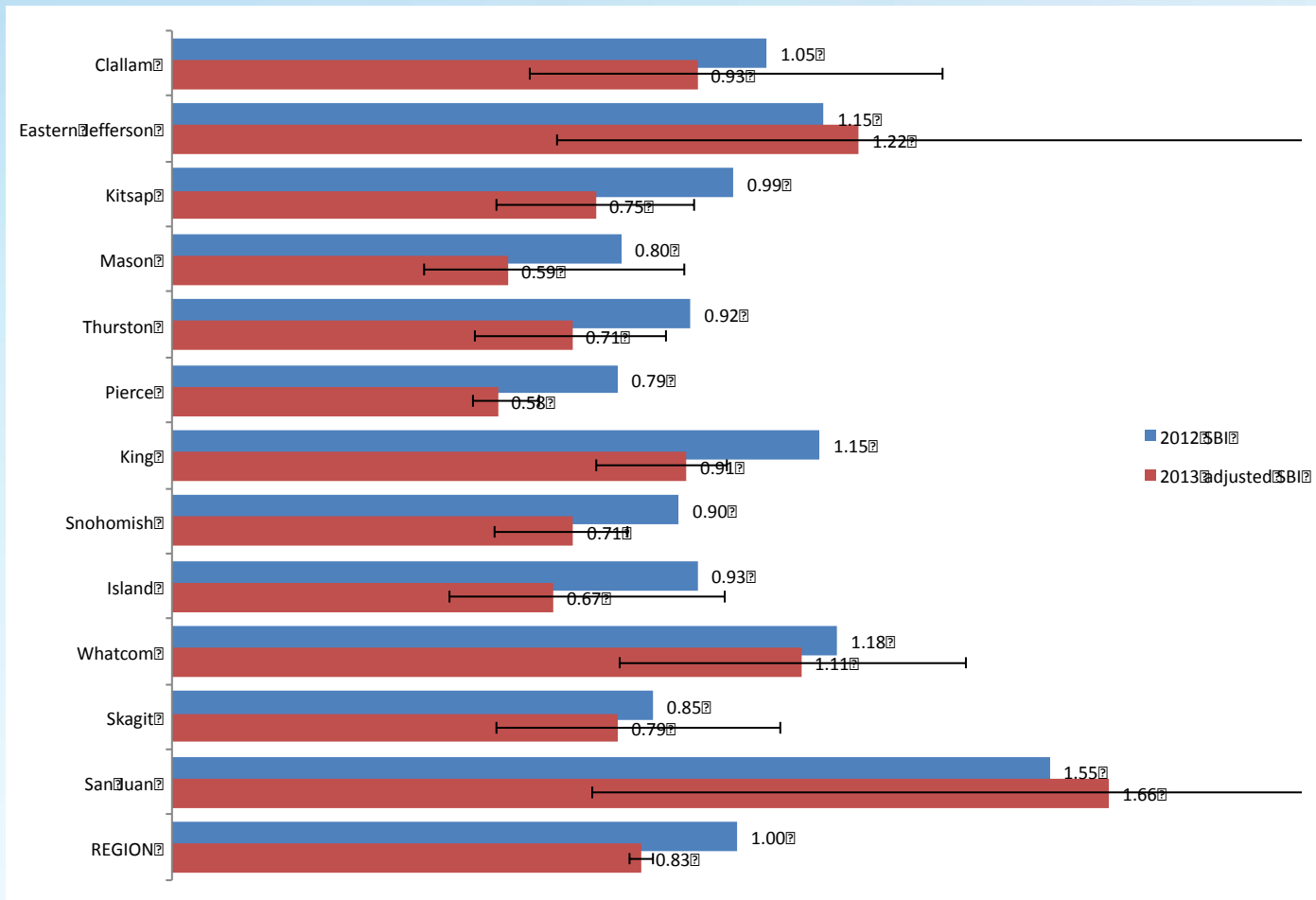
		ALWAYS	USUALLY	SOMETIMES	SELDOM	NEVER
Residents with yards	Plant or keep native plants on property	40%	16%	21%	9%	14%
	Pull weeds by hand or with tool	43%	24%	20%	7%	6%
Residents with yards along waterways	Plant or keep native vegetation on the banks of waterways on property	29%	6%	8%	4%	53%
Residents with motor vehicles	Check vehicle for fluid leaks or have it checked	46%	24%	16%	7%	3%
	Dispose of recreational vehicle wastewater at an approved facility	35%	5%	3%	4%	52%
All residents	Use non-toxic or natural household cleaners	25%	25%	29%	11%	10%
Residents with dogs	Pick up dog's waste from yard	65%	12%	8%	5%	11%
	Place dog's waste in trash	40%	8%	11%	6%	36%
Residents with on-site septic systems	Spread out laundry loads	35%	16%	17%	9%	21%
	Get septic tank pumped when recommended	46%	17%	13%	9%	15%
	Get septic system annually inspected	27%	8%	16%	16%	29%
Residents with livestock	Cover and compost manure	40%	7%	8%	10%	36%
	Rotate pastures to let grass recover	42%	11%	17%	7%	24%
Residents with boats	Use pumpout stations for boat wastewater	20%	2%	7%	6%	65%
	Check for boat engine fluid leaks	56%	17%	9%	6%	10%

HARMFUL BEHAVIORS		ALWAYS	USUALLY	SOMETIMES	SELDOM	NEVER
Residents with yards	Use weed and feed products on lawn	5%	6%	22%	21%	45%
	Use chemical products to control or kill moss, weeds, or other plants in yard	5%	5%	24%	24%	41%
	Use chemical products to control or kill insects in yard	4%	3%	15%	25%	53%
	Use fertilizers on lawn or garden	8%	10%	31%	21%	30%
Residents with motor vehicles	Wash vehicles in the driveway, street, or parking lot	10%	7%	22%	20%	40%
All residents	Use chemical drain uncloggers	1%	2%	14%	36%	48%
	Flush or pour chemicals such as paint thinners down the drain	0%	0%	0%	3%	96%
	Flush prescription drugs down the toilet or drain	1%	0%	2%	3%	94%
	Use moss killer on roof	3%	3%	13%	14%	68%
	Use pressure washer with deck cleaners or soap	2%	2%	10%	18%	68%
Residents with on-site septic systems	Use garbage disposal	14%	9%	9%	9%	58%
	Use septic tank additives	7%	3%	12%	12%	67%
	Pour used cooking oil down the sink	0%	0%	5%	8%	87%

Table 1.

Source: The Puget Sound Partnership

# County Behavior





# County SBI Characteristics

Characteristics more likely to be associated with higher SBI scores for the counties indicated with an X.

	Clallam	Eastern Jefferson	Kitsap	Mason	Thurston	Pierce	King	Snohomish	Island	Whatcom	Skagit	San Juan
Females				X	X							X
Lived fewer years in county						X	X			X		X
More urban area	X				X	X	X			X		
Fewer children under 18	X									X		
More children under 18								X			X	
Rent home	X				X	X	X	X			X	
Smaller property	X	X			X	X	X			X	X	X
Lived more years in Puget Sound					X							
More years of education									X			
Fewer years of education								X				
More liberal political views	X				X		X			X	X	X
More conservative political views								X				
Hispanic/Latino background							X	X				
Non-white race	X					X	X					
Lower income	X	X	X		X	X	X	X	X	X	X	X
Younger age								X				X
Older age	X								X			

## 2013 Considerations

- Appears to be 'going backwards'
- Will have a better gauge with SBI 2015
- Very few behaviors are universal across a population
- Lessons Learned:
  - *Continue focus on specific behaviors*
  - *End State Behaviors and Segmentation is important for on the ground programming.*

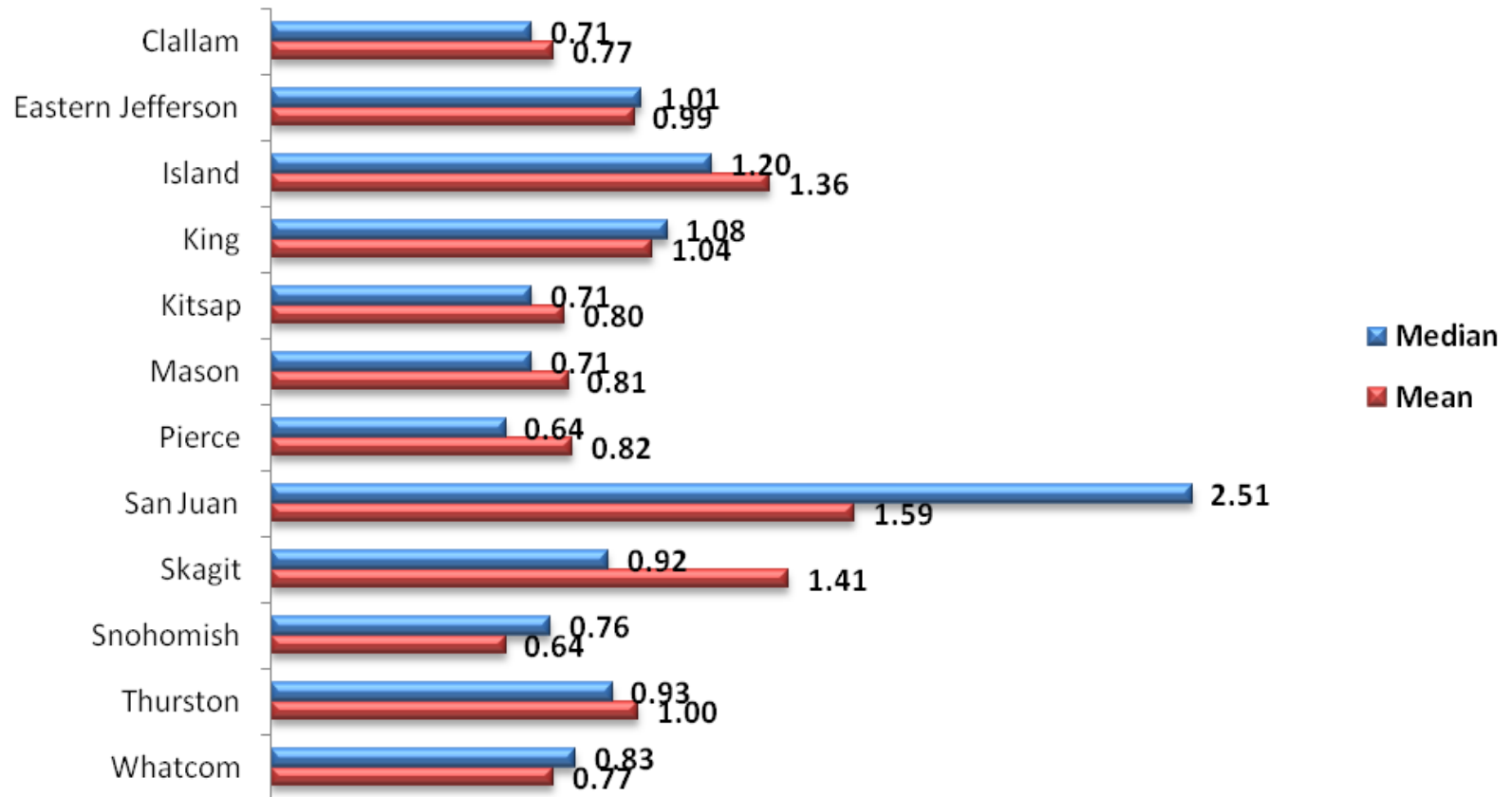
# Social Capital Index

- Measures how connected people are to each other across the 12-county PS region
- Method was a locally adapted version of a SCI survey from Harvard's Kennedy School





## Comparative SCI Values by County



The following characteristics are more likely to be associated with higher SCI scores for the counties indicated with an X.

	Clallam	Eastern Jefferson	Kitsap	Mason	Thurston	Pierce	King	Snohomish	Island	Whatcom	Skagit	San Juan
Females	X										X	
Lived more years in county							X					
More rural area									X			
Fewer children under 18					X	X						
More children under 18								X				
Rent home	X					X					X	
Larger property					X			X				
Lived fewer years in Puget Sound		X										
Lived more years in Puget Sound					X							
Expect to live in county 5 yrs hence					X							
More years of education	X	X	X			X			X		X	
Fewer years of education				X				X				
More liberal political views	X	X	X			X	X	X	X	X		
Hispanic/Latino background						X						
Non-white race		X										
White race												X
Lower income	X	X		X						X		
Older age	X		X	X	X	X	X		X		X	

# SBI / SCI

- 3 X
  - Internal and external use/demand for data
  - Hope to see some shifts related to programmatic investments
  - Utilized by many partners
- 1 X
  - Long time to produce shifts
  - Not anticipating “our” collective programming to produce measurable impacts (near term)
  - Used to inform the Human Well Being Indicators Vital Sign





# GENERAL PUBLIC OPINION SURVEY

- **Phone survey**
- **Sample size: 2,003**
- **400 per breakout area**
- **5 breakout areas across 12-county region**
  - Clallam, Eastern Jefferson, Kitsap, Mason
  - Thurston, Pierce
  - King
  - Snohomish, Island
  - Whatcom, Skagit, San Juan

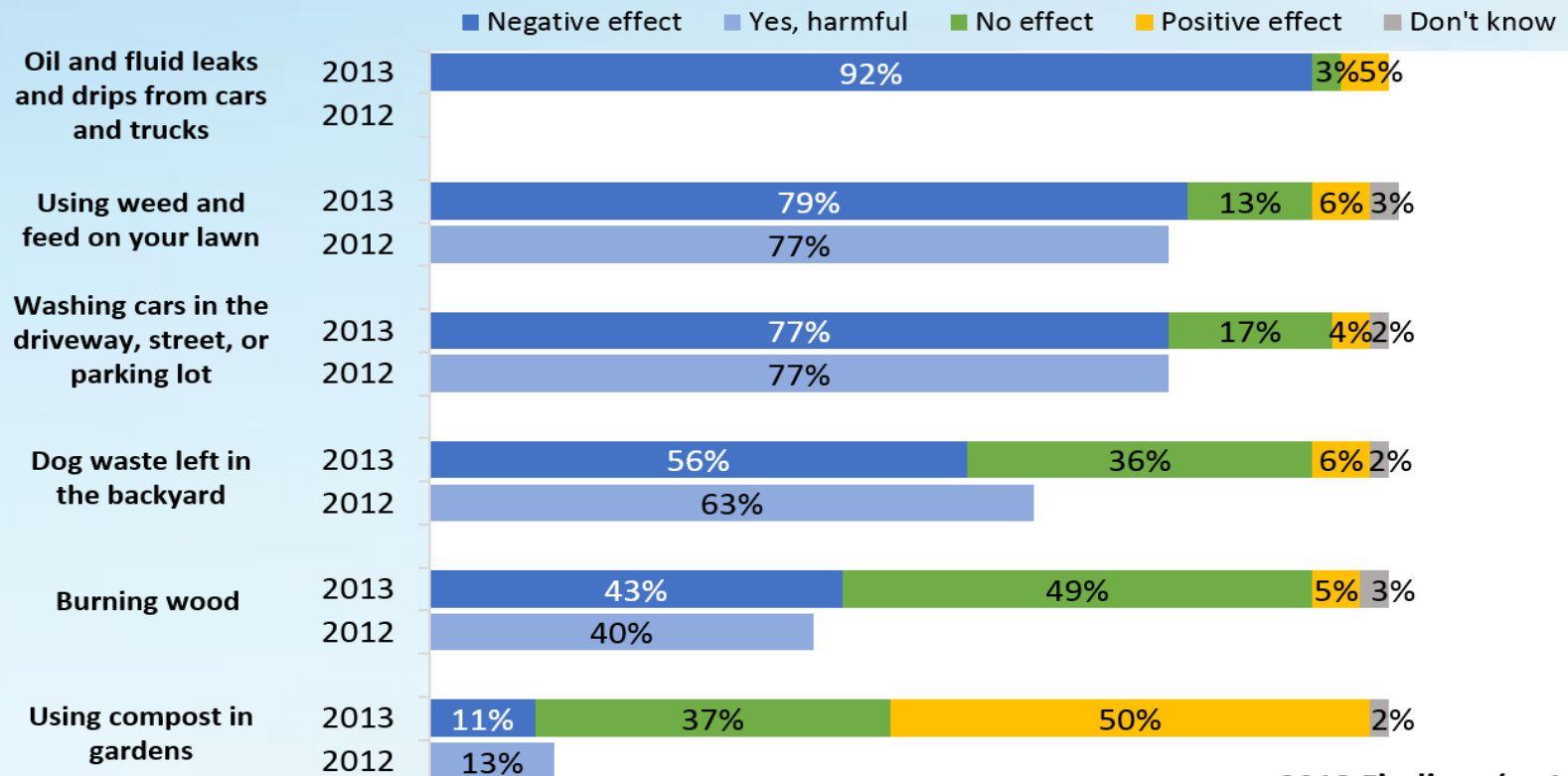
# Public perception

- **Accurate understanding**
  - *portion of the public that can accurately rate the health of Puget Sound*
  - **LOW**
- **Optimism**
  - *portion of the public who think the health of the Sound will improve*
  - **VARIABLE**
- **Public value**
  - *public sense of urgency to PROTECT Puget Sound*
  - **HIGH**

# Effect of Behaviors

**Do you think the following behaviors have a negative effect, positive effect, or no effect on the quality of Puget Sound waters?**

Base: All respondents who participated in the survey



**2013 Findings (n=1877)**

**2012 Findings (n=2003)**



# Community Identity

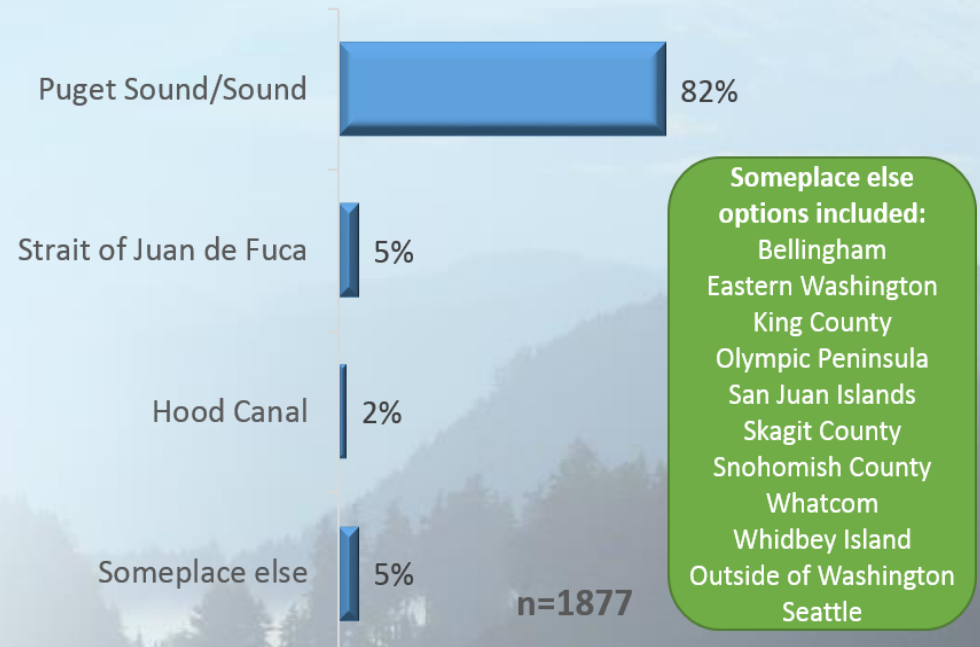
**Do you think of yourself as a resident of the Puget Sound region?**

Base: All respondents who participated in the survey



**Do you think of yourself more as a resident of Puget Sound, Hood Canal, the Strait of Juan de Fuca, or someplace else?**

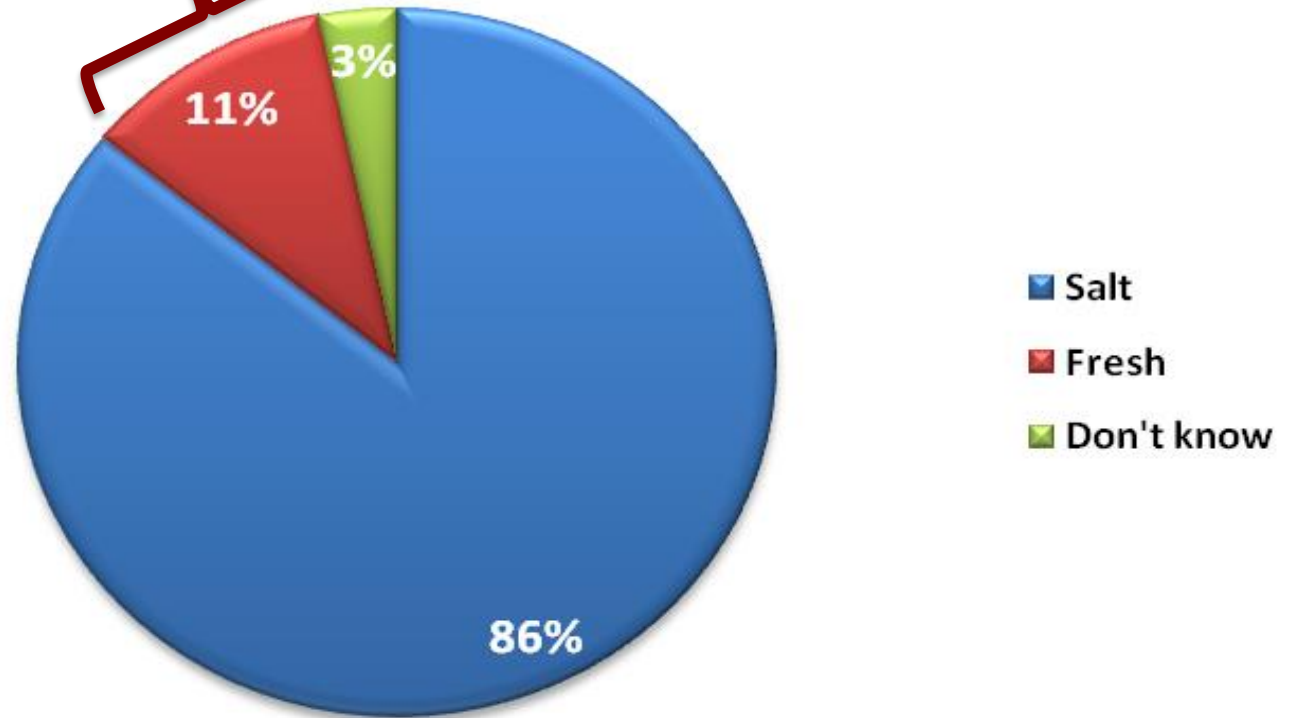
Base: All respondents who participated in the survey



# Is the water in Puget Sound freshwater or saltwater?

Base: All respondents who participated in the survey

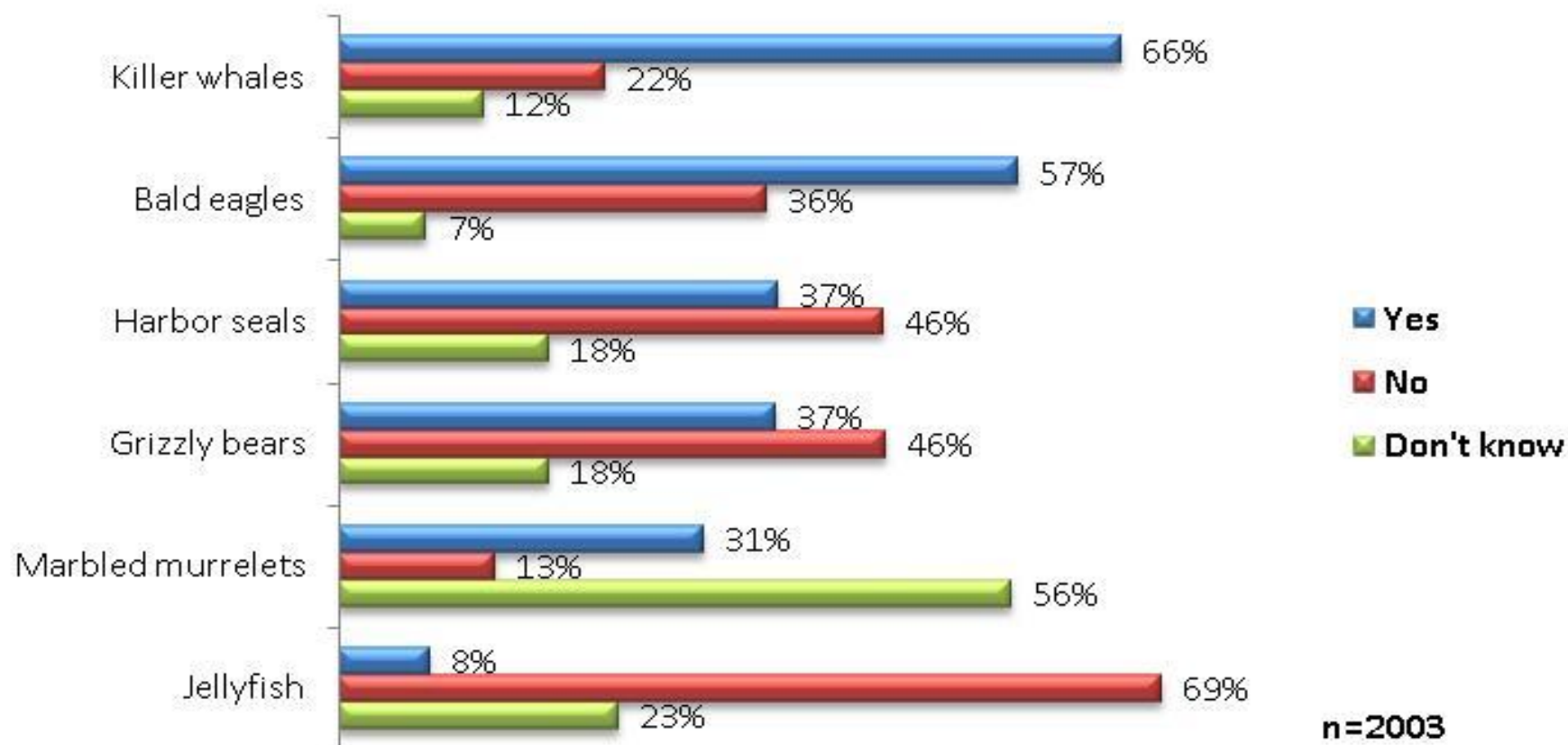
**1 in 7 people**



n=2003

## Which of the following animals, in the Puget Sound area, are listed under the Endangered Species Act?

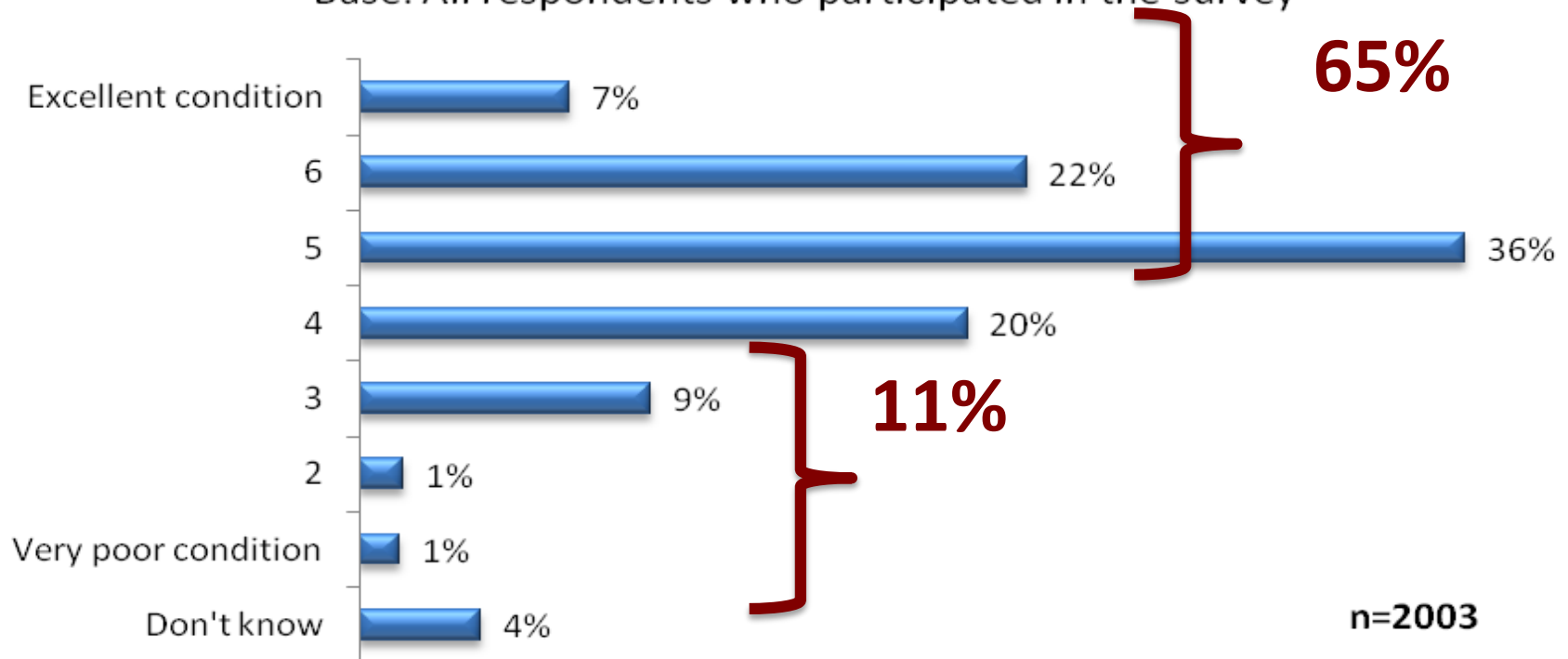
Base: All respondents who participated in the survey





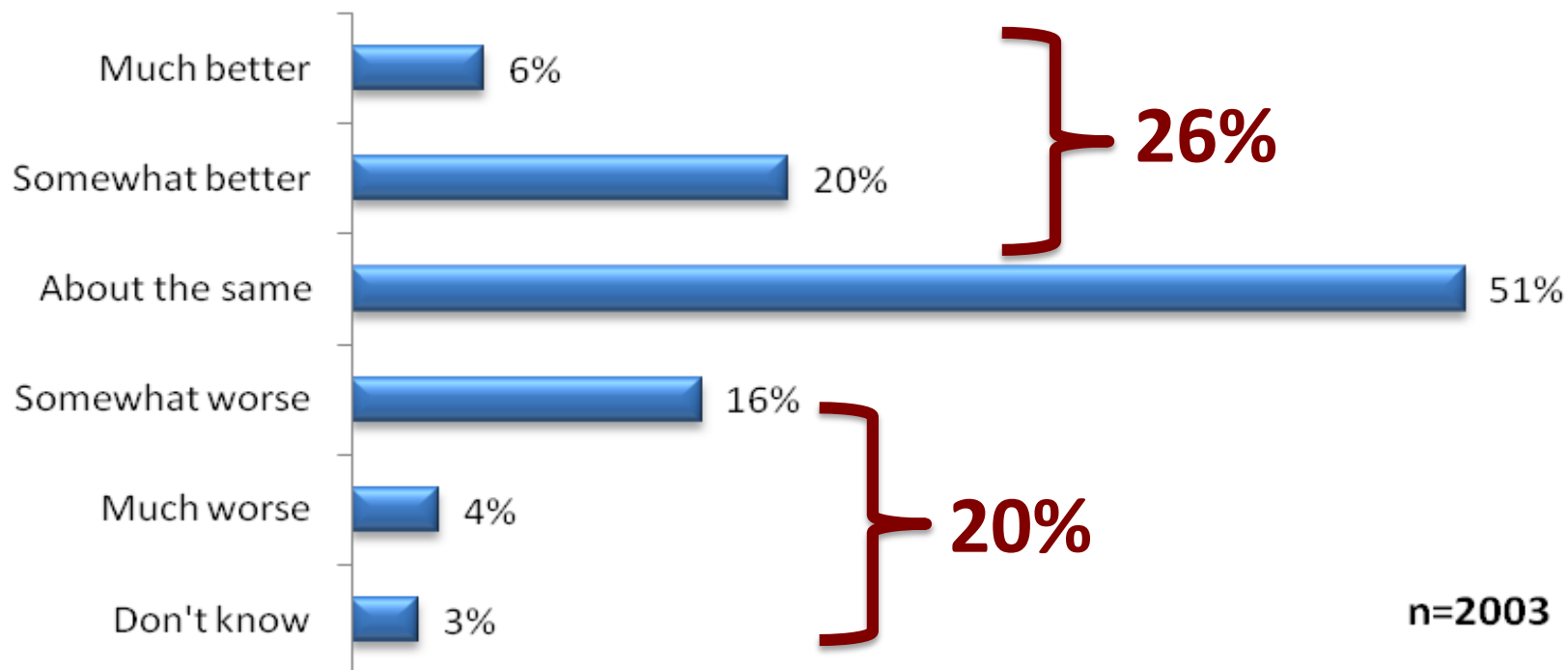
## Overall, how would you rate the health and condition of the waters in and around Puget Sound?

Base: All respondents who participated in the survey



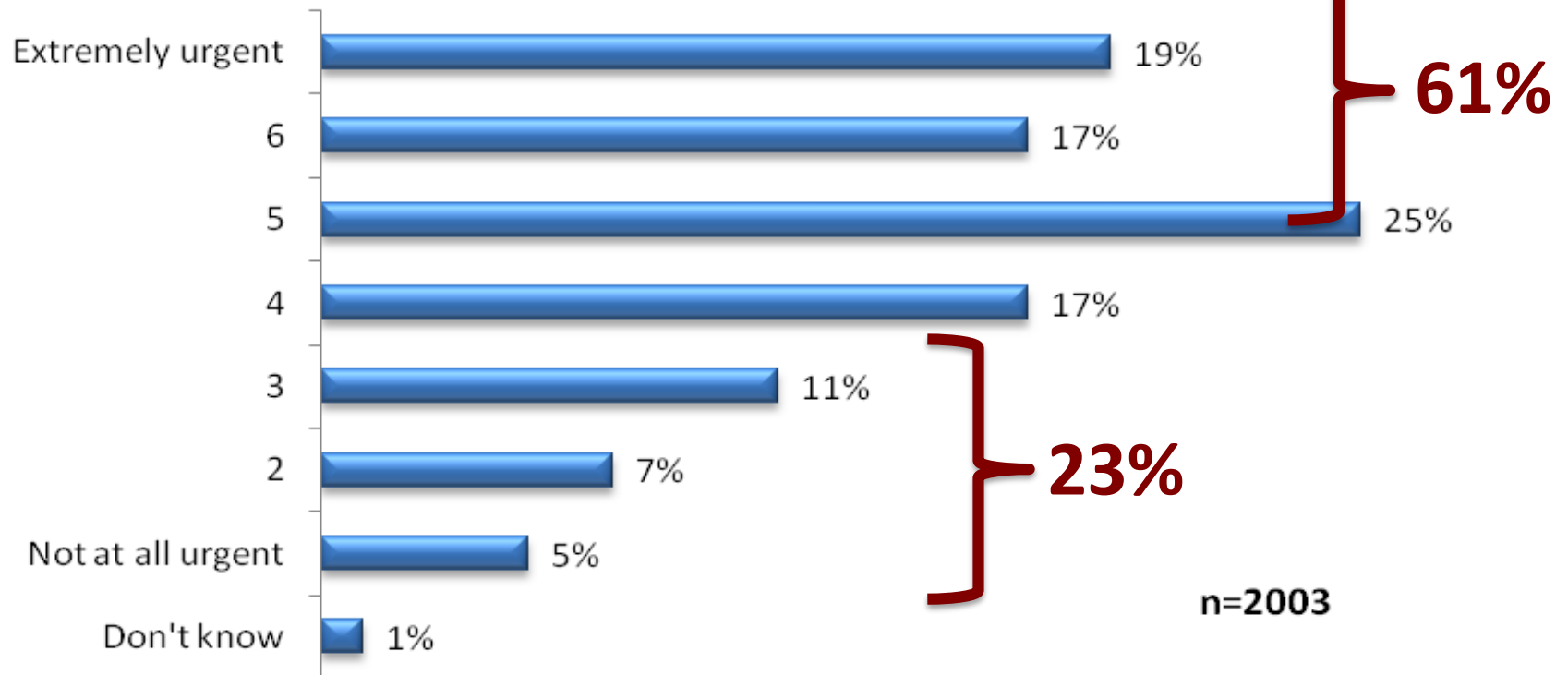
# Looking ahead over the next five years, would you say you expect the health and condition of waters in and around Puget Sound to get:

Base: All respondents who participated in the survey



## How urgent would you rate the need to clean-up and protect waters in and around Puget Sound?

Base: All respondents who participated in the survey



# Values / Sense of Place

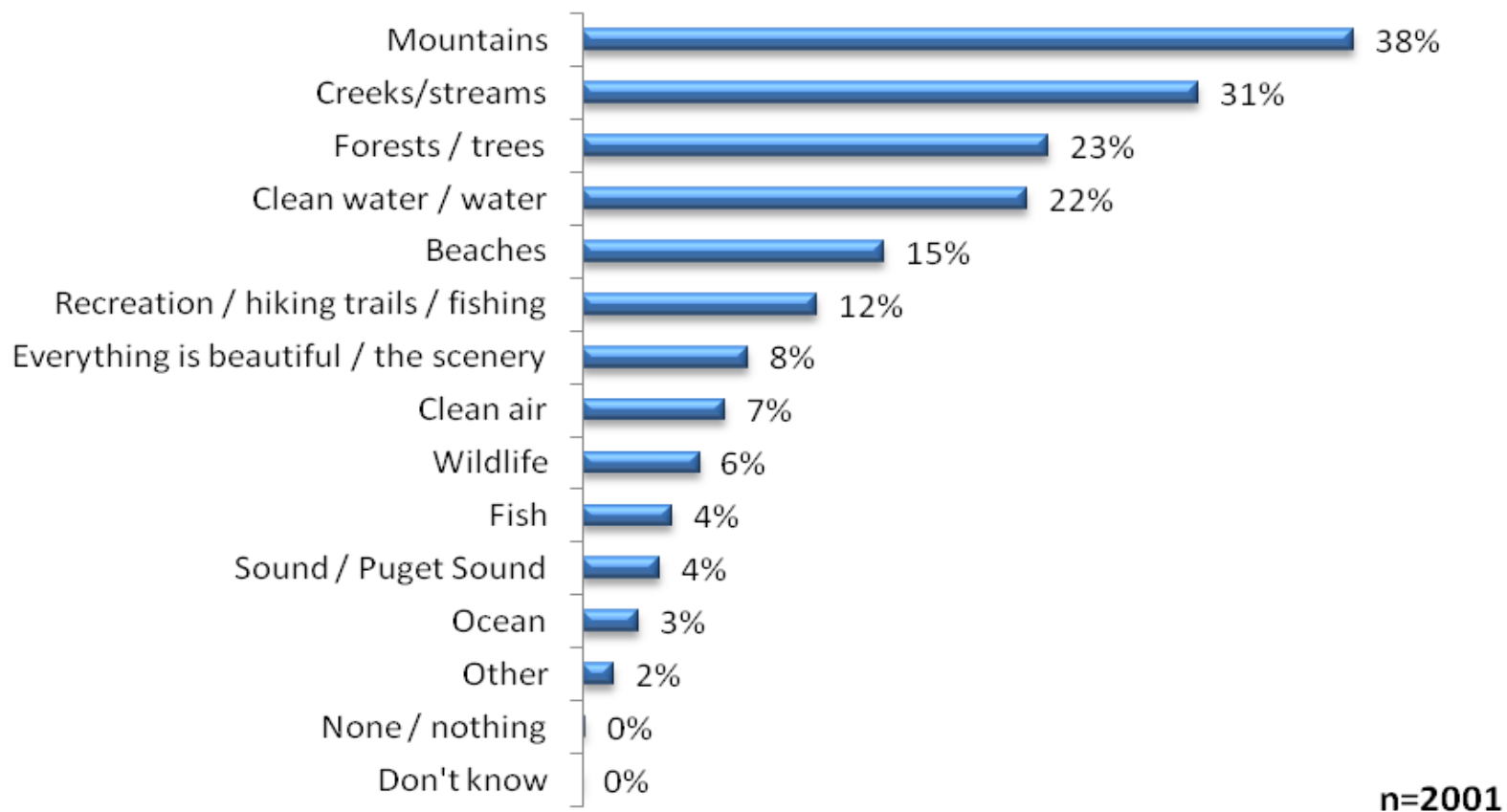
## *Place Attachment*

<b>I feel that Northwestern Washington is a part of me</b>	73% agree/strongly agree
<b>Northwestern Washington is very special to me</b>	82% agree/strongly agree
<b>Northwestern Washington means a lot to me</b>	85% agree/strongly agree
<b>I identify strongly with Northwestern Washington</b>	74% agree/strongly agree
<b>Northwestern Washington says a lot about who I am</b>	56% agree/strongly agree
<b>I am very attached to Northwestern Washington</b>	75% agree/strongly agree



## What are the top two things about the Puget Sound region's natural resources that you value the most?

Base: All respondents who participated in the survey



*Note: Multiple responses allowed; percents may add up to more than 100.*

## In your free time, what types of activities do you value participating in?

Base: All respondents who participated in the survey



*Note: Multiple responses allowed; percents may add up to more than 100.  
Only top 15 activities are displayed.*

**n=2003**

# Considerations

- Consider what you want to measure carefully
  - Seek feedback from stakeholders
  - Start thinking big – what kinds of indicators are there for your outcomes?
  - Consider multiple methods of research
  - Do your collective programs impact what you are measuring?
  - One time measurement? Or repetitive?
  - Build on what you have
  - Scope (s) and scale (s) of “problems “

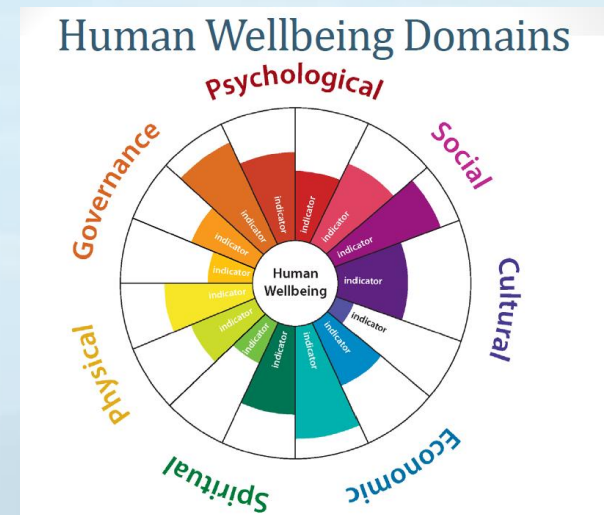
## CB Stewardship Outcomes

- **Citizen Stewardship Outcome-** trained mobilized volunteers, knowledge, skills
- **Local Leadership Outcome-** knowledge and capacity of local officials, implementation of policies that incentivize local conservation efforts
- **Diversity Outcome-** increase engagement and representation of minority stakeholder groups



# Resources

- PS Vital Signs and other factsheets
- Public Opinion Research
  - RFQQ
  - Copies of all PSP POR reports
- SCI- Kennedy School Saguaro Seminar
- Puget Sound Network Analysis
- Coastal Management Journal Article – SBI
- **Human Well Being Indicators**



# Human Well Being Indicators

## Recommended Indicators of Human Wellbeing

Domain	Attribute	Indicator
Cultural	Cultural Events	Number of opportunities and % of residents who participate in natural resource-inspired cultural activities (such as salmon homecoming, farmers market, outdoor recreation events, etc.)
	Cultural Practices	% of residents who feel they are able to maintain cultural practices associated with natural resources
Social	Trust	% of residents who trust people in their immediate and broader communities (2-3 levels)
	Community Cohesion Index	Frequency of outdoor activities with friends/family
		Frequency of working with other community members to steward environmental resources, prepare cultural events, or solve problems
Psychological	Safety	Ability to get sufficient natural resources from formal and informal networks
		% of residents who feel safe in their neighborhood, open spaces and natural areas
	Sense of Place	% of residents who express a positive connection to the region
		% of residents who express (or nurture) a sense of stewardship for the watershed

# Human Well Being Indicators

	Positive emotions	% of residents who describe experiencing positive feelings/emotions from being in nature, such as awe, inspiration, fulfillment, appreciation, solitude, relaxation, sense of peace and reflection
	Subjective Wellbeing	Average response to overall life satisfaction question
Physical	Outdoor Activity	% of households within 1/2 mile of parks, urban plazas, public courtyards, community gardens or trailheads (10miles rural)
		Average number of hours per week of outdoor activity (by activity: outdoor work, gardening/farming, walking, bicycling, swimming, etc.)
	Air Quality	Number of moderate air quality days in urban and rural areas per year
	Drink water	% of drinking water tests results comply with appropriate standards
	Healthy Foods Index	Average household distance to fresh produce (personal farm, grocery store, farm stand)
		Availability of commonly harvested food species
		# shellfish bed closures per year
Economic	Natural resource-based industry	% of regional economic activity that is from natural resource-based industries: agriculture, commercial shellfish, commercial fishing, timber, non-timber products and tourism
	Natural resource-based jobs	Number of living-wage jobs by resource-based industry categories
		Unemployment rate in natural resource-based jobs
Governance	Trust in Government	% of residents who trust local and regional government to make the right decisions to protect natural resources
	Democratic Engagement	% of residents who feel they have the opportunity to influence natural resource decisions if they wanted to
	Representativeness	Diversity of perspectives and participants in natural resource decision-making (advisory boards, councils, etc.)
		% of residents who feel represented by community and government leaders (see themselves reflected in leadership)
	Stewardship	Percent of participants engaging in a natural resource stewardship activity/year
		# of natural resource development projects

# Thanks!



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# ONE BIG FAMILY. SHARING THE BEST BACKYARD.



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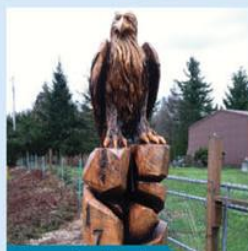
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