
Cape Perpetua Collaborative

Planning Meeting

Fostering Conservation and Stewardship of Natural and Cultural Resources



Photo caption: The Cape Perpetua Marine Reserve.
Photo credit: Oregon Department of Fish and Wildlife

August 24, 2017

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Attendees

Brian Fowler, Oregon State Parks
Brian Hoeh, US Forest Service
Calla Allison, California MPA Collaborative (remotely)
Charlie Plybon, Surfrider Foundation
Cristen Don, Oregon Department of Fish and Wildlife
Dick Vander Schaaf, The Nature Conservancy
Jesse Beers, Confederated Tribes of Coos, Lower Umpqua, Siuslaw
Jim Adams, Discover Your Northwest
Joe Liebezeit, Audubon Society of Portland
Kelsey Adkisson, Oregon Department of Fish and Wildlife
Paul Engelmeyer, Audubon Society of Portland
Shawn Stephensen, US Fish and Wildlife Service
Tara Dubois, Communications Coordinator, Cape Perpetua Collaborative
Lisa DeBruyckere, Creative Resource Strategies, LLC (facilitator)

Meeting Goals

Members of the Cape Perpetua Collaborative met on Thursday, August 24, 2017 to advance efforts to form the Cape Perpetua Collaborative by developing a shared understanding of the benefits of the collaborative, finalize the vision and guiding principles, advance a commitment through a Declaration of Cooperation, enhance the existing work plan to incorporate the needs and perspectives of partners, and develop a process to ensure long-term sustainable funding for the partnership.

The Collaborative Model A Case Study from California

Calla Allison of the MPA Collaborative Network in California gave a presentation on the role of the MPA Collaborative Network in the future of marine resource management. The mission of the MPA Collaborative is to empower coastal communities to advance marine protected area (MPA) management and encourage ocean stewardship. The network of 124 MPAs created 14 MPA Collaboratives, which were roughly based on county lines. The collaboratives have recently begun taking steps to ensure long-term sustainability through empowerment of local communities. Diverse stakeholder engagement is critical – there are 600 collaborative members spanning 385 organizations. Each collaborative developed during a one-year period, which

included informal meetings with steering committees (community leaders), meetings with state representatives, meetings without the state to identify local priorities, and subcommittee meetings to work on project-specific tasks. California has worked to ensure that the MPAs are not “paper parks,” and have done so by not entering communities and telling the communities how to live, not working in silos, and spreading the management costs across entities. They combatted “outsider mentality” by fostering the development of a grassroots “local community” through broad outreach, convening people, ensuring there was diversity, listening, identifying shared goals and values, building and expanding on early successes, riding the ebbs and flows, leading from within and enjoying the journey. The MPA Collaborative brought local experts out of their silos for a comprehensive localized approach focused on education and outreach, research and monitoring, and enforcement and compliance. They address high management costs by leveraging resources of partners; each collaborative brings in an average of \$2 million annually in in-kind contributions. Resources Legacy Fund provided an initial \$10,000 for each collaborative; a few years later, the state donated \$10,000 to each collaborative, and it was matched by a private funder at \$4,000/collaborative. They are now using California Prop funding to maintain the collaboratives. They have learned that there is the need for a liaison between the collaboratives and the state managing agencies, noting that someone has to negotiate meeting in the middle on MPA issues. There is a monitoring plan for the MPAs, but it has gaps. The collaboratives have been working to identify the gaps and priorities the collaboratives can fill. The MPA Watch Program a) collects human use data to identify hotspots for enforcement personnel as well as future needed outreach and education sites/topics b) includes people that conduct outreach to encourage compliance and c) includes enforcement training for anyone that has site authority or is perceived to have site authority.

Finalizing the Vision and Guiding Principles

Meeting attendees reviewed and finalized the CPC vision and guiding principles document (Appendix B). Attendees added “within local communities” to the vision, and noted that elements of user interaction with resources is incorporated in the “management, awareness, and stewardship” language in the vision statement. Attendees discussed the use of “Cape Perpetua special management areas,” and agreed that the term should be asterisked to denote “includes all natural and cultural resource areas and sites in an around the Cape Perpetua Marine Reserve.”

Communications Survey Results and Discussion

Members reviewed the results of the CPC communications survey (Appendix C), including the perceived gaps that exist in current programming, and the potential opportunities to fill gaps with additional resources. Members noted that fishers are a key audience for ODFW, and that finding partners to work with ODFW to communicate with fishers is important. The two audiences with the largest gaps in outreach overall were fishers and tribal communities; groups receiving the most outreach included recreational users,

conservationists/naturalists, and wildlife viewers. Some fishers were influential in the design of the marine reserve, and could be considered as gatekeepers to foster relationships if the collaborative is working on issues of interest to them.

The group discussed needing to generate more news and information on Cape Perpetua topics. It was acknowledged that there is communication online, but that more can be done with print media. It was noted that digital and print media, as well as field trips with tribal members could include more information on the natural and cultural resources around Cape Perpetua.

Communications Coordinator Work Plan/Proposal

Attendees reviewed the deliverables of the work plan for the Communications Coordinator, adding details and specifics to each of the deliverables, and identifying the highest priorities for implementation. Appendix D is a revised version of the work plan, which incorporates edits and comments made during the meeting as well as reorganization to better convey deliverables and outcomes.

Declaration of Cooperation

Attendees reviewed the draft language for the Declaration of Cooperation (Appendix D), incorporating edits and information associated with names of important sites within the footprint of the CPC as well as references to cultural resources.

Action Items from Meeting

Numerous action items resulted from the meeting discussion:

- A. Members formed a Social Media Work Group to discuss strategies and ongoing efforts. Members consist of Tara Dubois (CPC), Kelsey Adkisson (Oregon Department of Fish and Wildlife), Brian Hoeh (US Forest Service), Paul Engelmeyer and Joe Liebezeit (Audubon Society of Portland), Dawn Harris (US Fish and Wildlife Service), and the City of Yachats (no named representative until the upcoming meeting with the City).
- B. Brian Fowler (Oregon State Parks) will send Charlie Plybon (Surfrider Foundation) the *Statewide Comprehensive Outdoor Recreation Plan* (SCORP) survey to consider potential questions that can be asked during visitor intercept surveys.
- C. Tara Dubois (CPC) will develop a communications plan that incorporates messaging from partners and the scope of work that was developed during the August 24 meeting. Tara will include how members will communicate and how often.

- D. Lisa DeBruyckere (Creative Resource Strategies, LLC) will send Tara a copy of the Oregon Marine Reserves Partnership Communications Plan, and Kelsey Adkisson (Oregon Department of Fish and Wildlife) will send Tara a copy of the Oregon Department of Fish and Wildlife Oregon Marine Reserves Communication Plan.
- E. Members formed a Funding Work Group to identify funding needs and explore opportunities for grants and contributions. The group consists of Jim Adams (Discover Your Northwest), Paul Engelmeyer (Audubon Society of Portland), Charlie Plybon (Surfrider Foundation), Brian Hoeh (US Forest Service), and Tara Dubois (CPC).
- F. Members committed to documenting in-kind support from all partners on an ongoing basis.
- G. Members committed to recruiting new members. New groups to target first include the City of Yachats (Paul Engelmeyer, Charlie Plybon, and Tara Dubois) as well as the Confederate Tribes of Siletz Indians of Oregon.
- H. Members discussed finalizing the signing the Declaration of Cooperation, including taking a photo as the document receives the most current signature.

Appendices

- A. Vision and Guiding Principles
- B. Communications Survey Results
- C. Communications Coordinator Work Plan
- D. Declaration of Cooperation

VISION AND GUIDING PRINCIPLES

Cape Perpetua Collaborative

Vision

Our vision is to foster conservation and collaboration within local communities for scientific exchange, management, awareness, and stewardship from the land to the sea *in and around Cape Perpetua Marine Reserve*.

Guiding Principles

These principles guide all management tasks and activities implemented by collaborative partners.

- **Engaging in Partnerships:** Partners understand the importance and value that exists from communicating and working together and will strive to support one another through active communication and partnership.
- **Leveraging Resources:** Partners will seek opportunities to streamline efforts and leverage human and financial resources to advance management, monitoring, and the public engagement, safety, and enjoyment of *Cape Perpetua special management areas**.
- **Ensuring Community Engagement:** Partners understand the importance of building community and public confidence and understanding in management and monitoring efforts within *Cape Perpetua special management areas*. As such, all partners will be forthcoming, honest and open in communications about actions related to *Cape Perpetua special management areas* monitoring and ongoing management.

*Includes all natural and cultural resource areas and sites in and around the Cape Perpetua Marine Reserve.

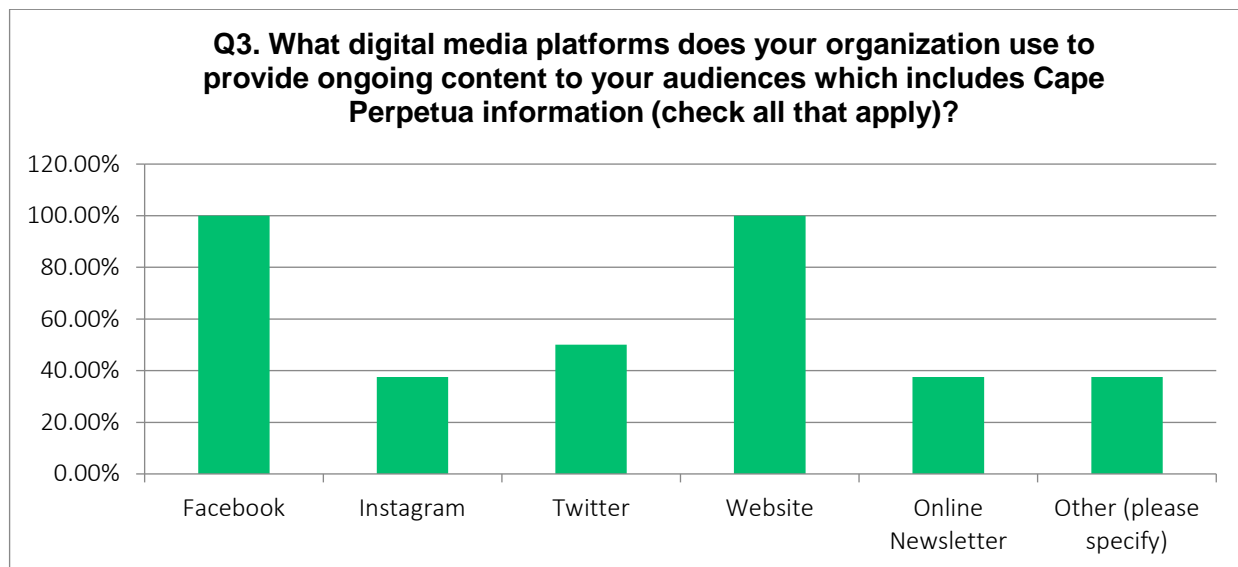
Appendix B. Communications Survey Results

Cape Perpetua Collaborative: Communications assets and gaps survey results summary & interpretation

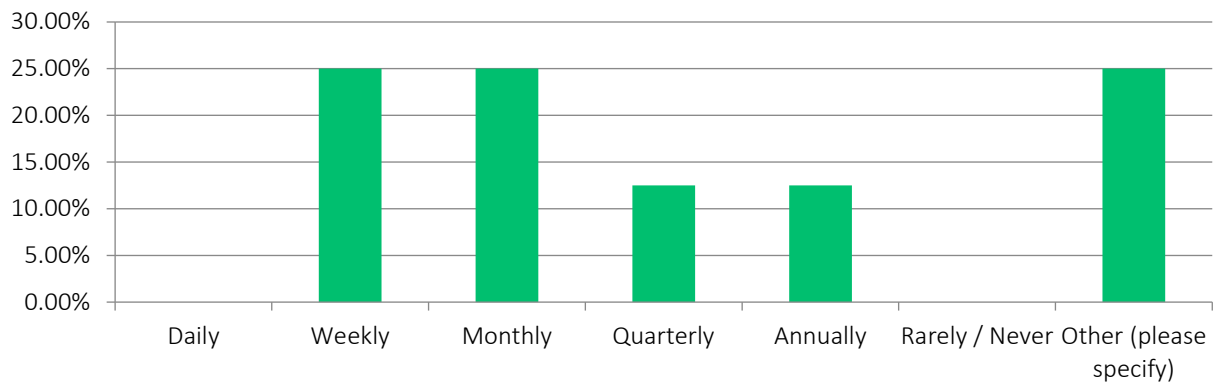
Goal of the survey: To better understand the communications assets/gaps and project ideas to help inform outreach on marine reserves and other conservation issues/activities in the Cape Perpetua region; to inform capacity needs/work plan development for an eventual communication coordinator for the Cape Perpetua Collaborative.

Respondents

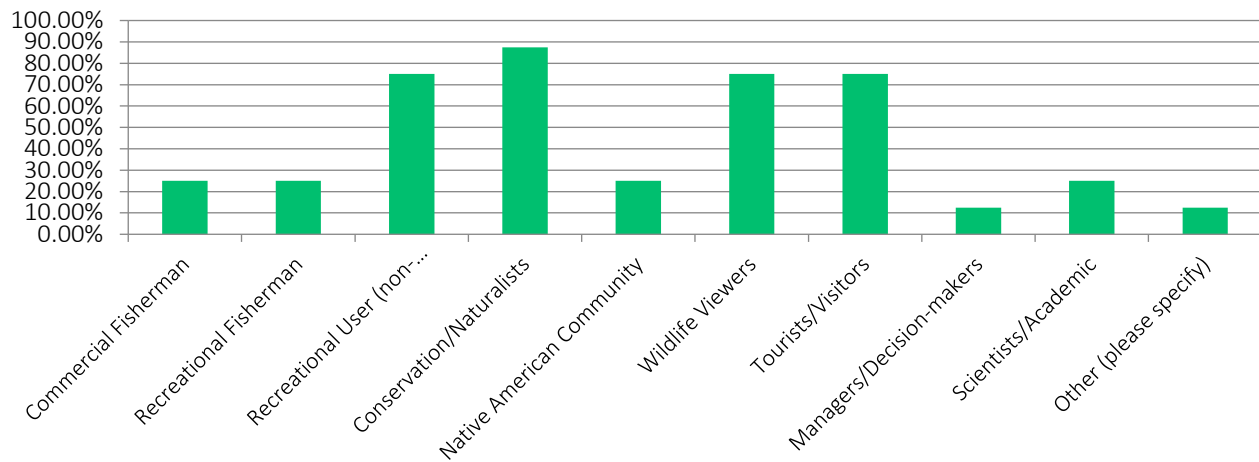
Name	Affiliation
Paul Engelmeyer	Audubon Society of Portland
Jesse Beers	Confederated Tribes of Coos, Lower Umpqua, and Siuslaw Indians.
Joe Liebezeit	Audubon Society of Portland
Brian Hoeh	USFS
Charlie Plybon	Surfrider Foundation
Kelly Moroney	USFWS
Kelsey Adkisson	ODFW
Brian Fowler	OPRD

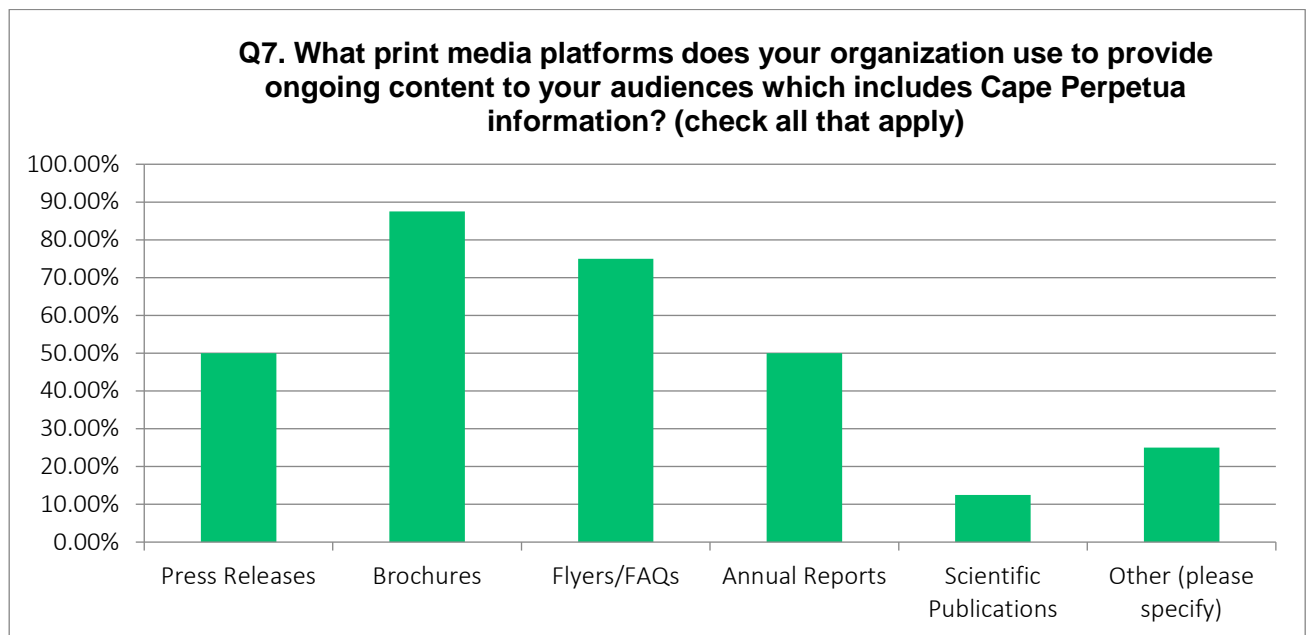
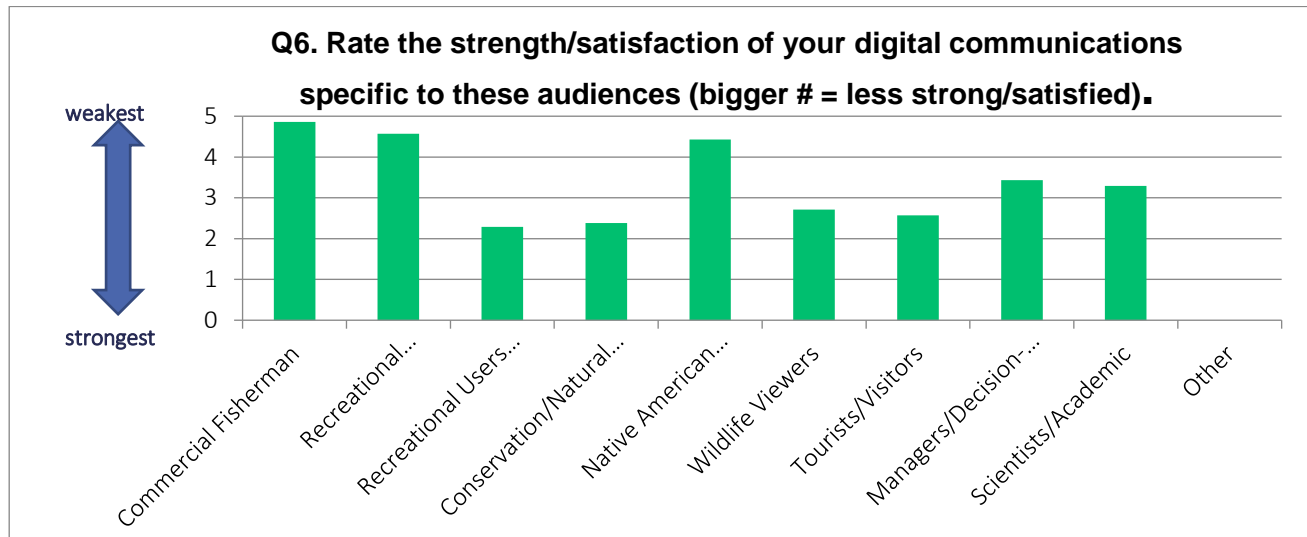


Q4. How often do you engage audiences in digital media communications listed in question #3 (i.e. social media platforms, website, online newsletter, etc) that includes content on Cape Perpetua?

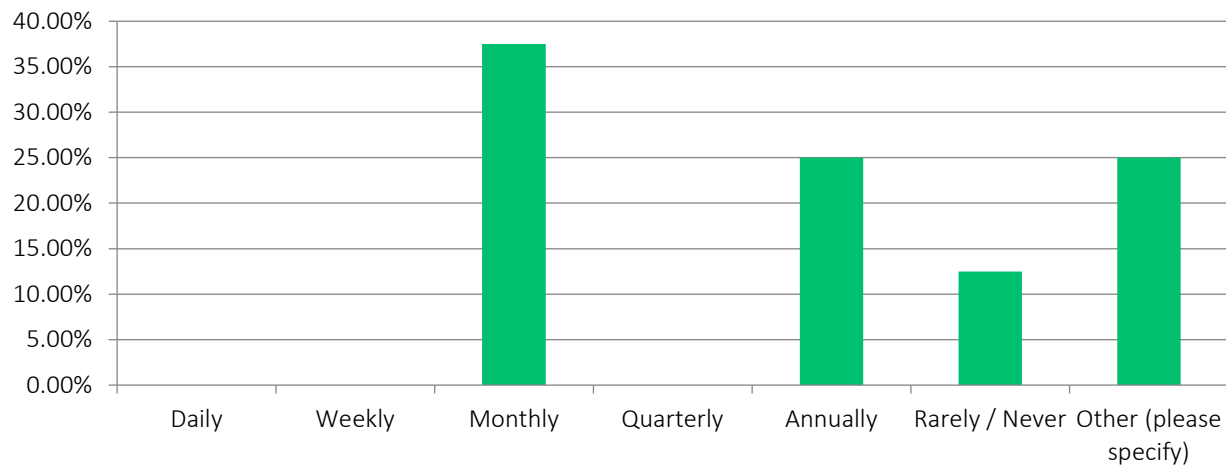


Q5. What audiences does your digital media communications primarily target? (check all that apply)

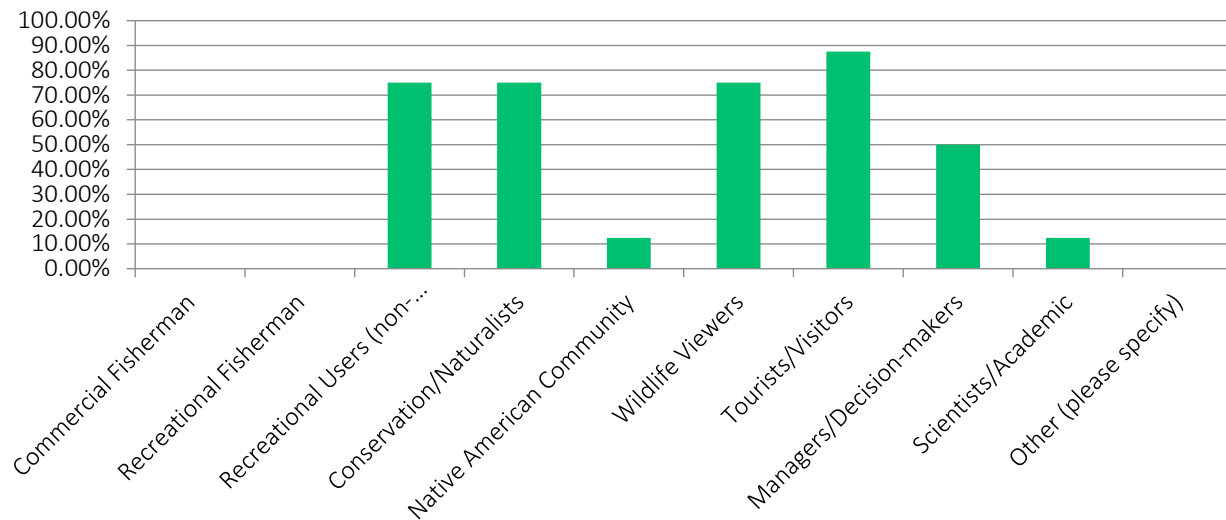


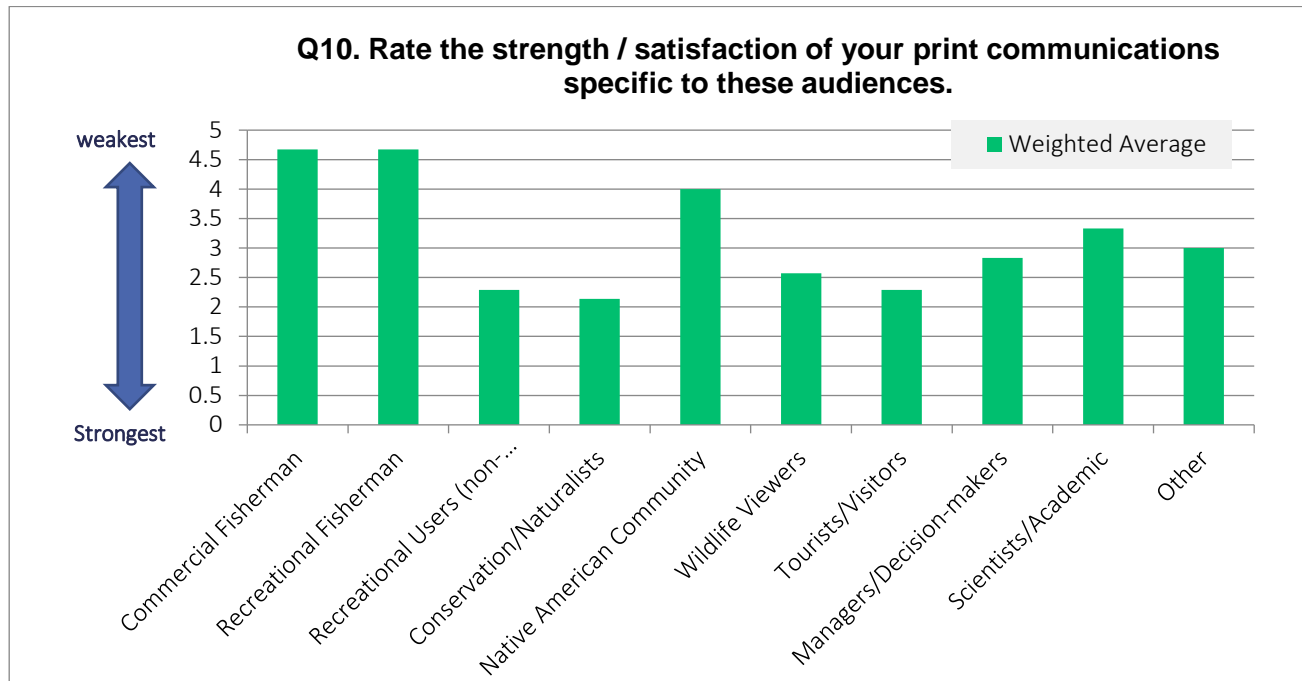


Q8. How often do you engage audiences in the print media platforms listed in question #7 (i.e. press releases, brochures, flyers, reports, etc.) including content on Cape Perpetua?

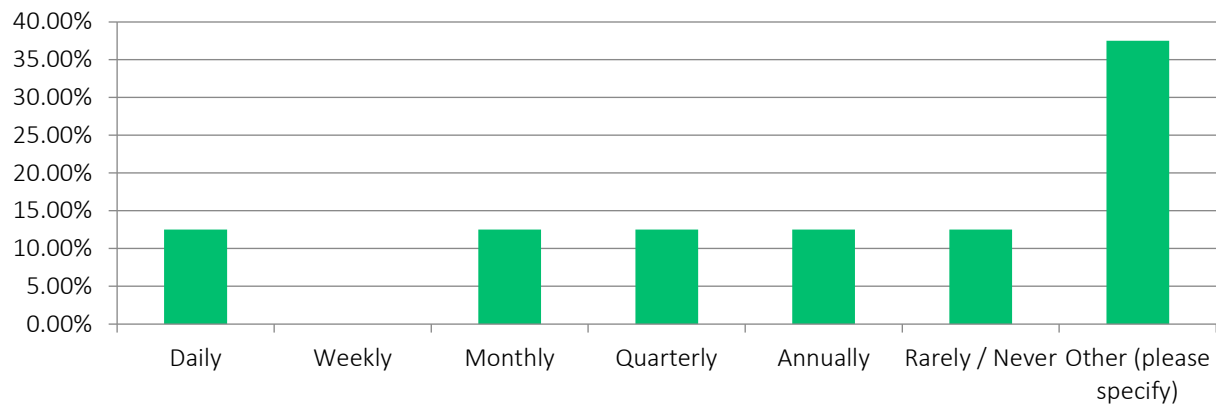


Q9. What audiences does your print media communications primarily target? (check all that apply)

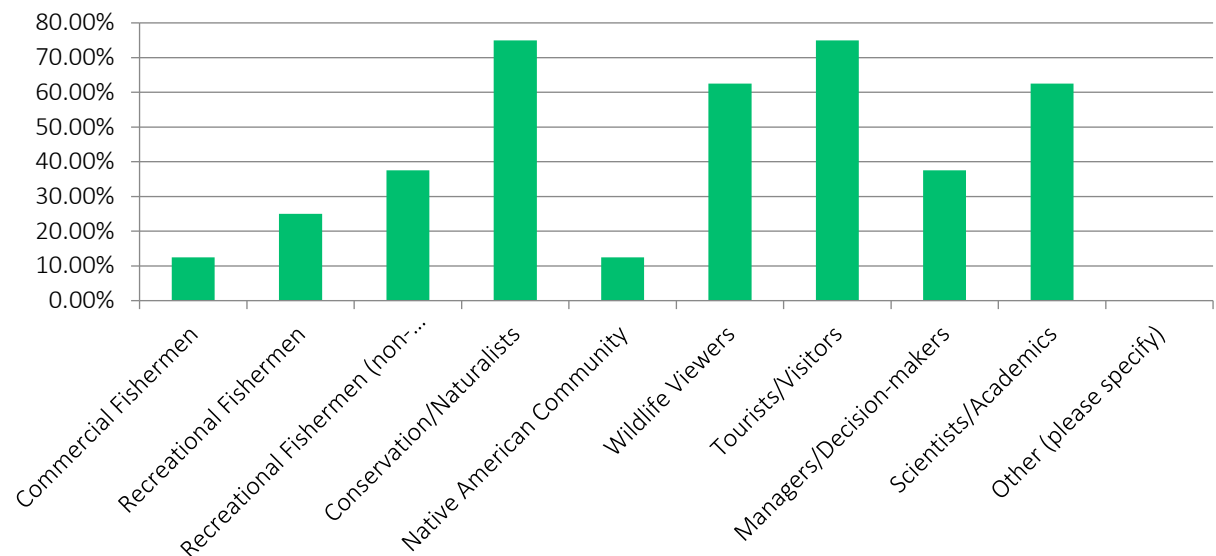




Q12. How often do you organize "in-person" or "on-site" communications/engagement listed in Question #11 (i.e. visitor center interpretation, field trips, citizen science, community events, etc.) that includes Cape Perpetua information?

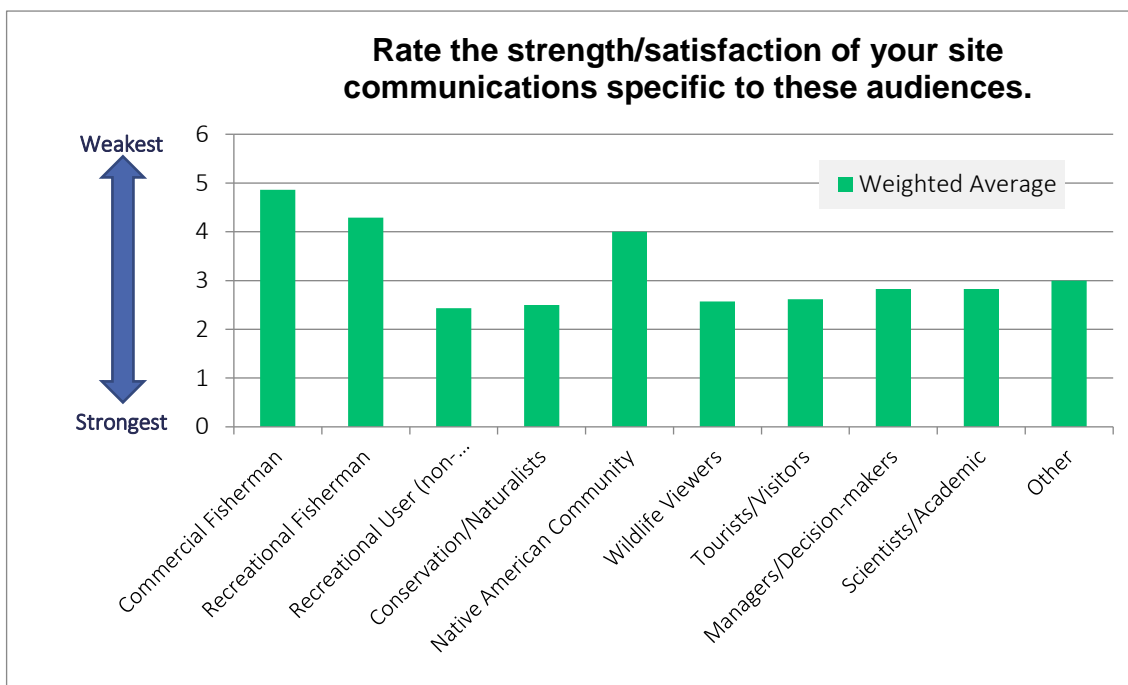


Q13. What audiences do your on-site/in-person communications primarily target? (check all that apply)



If you had additional capacity to highlight a project in the Cape Perpetua region, which project(s) would you highlight?

- ocean shore recreation safety (OPRD)
- more field experiences for the tourists (Audubon)
- Better promotion and follow-up of community events like the land sea symposium (Audubon)
- Tabling at Farmers Markets, fairs, and other local events in Cape Perpetua area (Yachats, Florence) (Audubon)
- 5-year summary/report on water quality for Cape, comparative spray/no spray study design (Surfrider)
- Oregon Islands NWR and Wilderness area (USFWS)
- Ocean acidification efforts (ODFW)



If you had additional capacity targeting the Cape Perpetua Region for coordinating communications, how would you modify your communications outreach efforts?

- Broaden communications to more audiences and user groups (OPRD)
- We could target schools more effectively - maybe incorporate the STEM, outdoor school and the Master Naturalist programs (Audubon)
- More frequent social media (2-3 posts per week and do more press releases and work with radio/TV stations/journalists more to cover events (Audubon)
- More coordination with other organizations, better year-round outreach efforts, enhanced use of technology (USFS)
- Daily/weekly updates from the Cape Perp. on social media, monthly Cape Perp. newsletter, annual interpretive volunteer training, aligned outreach messaging with all partners and other reserves (Surfrider)
- added site communications (USFWS)
- Having a point person in the Cape Perpetua region focused on amplifying our messages and acting as a conduit among other local stakeholders would be desirable (ODFW)
- Having the CPC prioritize tourism-related efforts would be huge, as this isn't a topic we have the capacity to undertake (ODFW)

Appendix C. Communications Coordinator Work Plan/Proposal

A Proposal to Foster Conservation and Stewardship of Natural and Cultural Resources in the Cape Perpetua Region

The Cape Perpetua Collaborative (CPC), a consortium of organizations¹ that seeks to foster conservation and collaboration within local communities for scientific exchange, management, awareness, and stewardship from the land to the sea in and around Cape Perpetua Marine Reserve, are proposing to enhance public outreach and engagement efforts through expanded use of digital and print media, consistent messaging, and documentation and evaluation of public interaction experiences. Three of CPC partners will² be project leads for this effort: Discover Your Northwest, Surfrider Foundation, and Audubon Society of Portland.

Interviews will be conducted for an Outreach/Communications Coordinator position by CPC partners to contract with an individual that has:

- General knowledge of relevant natural and cultural history, ecological and conservation issues in the region
- Strong oral and written communication skills
- Experience working in community partnerships and community outreach
- Skills in effectively developing and implementing digital and print communications
- Organizational and collaborative-building skills
- Demonstrated proficiency with Microsoft Office software
- Basic graphic design experience to produce brochures/newsletters

The Coordinator will be employed as a contractor for Discover Your Northwest and will also serve as a volunteer of the US Forest Service. Forest Service volunteer status will provide coverage under federal worker's compensation and other benefits, including a minimal mileage reimbursement.

¹ Audubon Society of Portland, Discover Your Northwest, Surfrider Foundation, Oregon Department of Fish and Wildlife, Oregon State Parks, Confederated Tribes of the Coos, Umpqua, and Siuslaw, US Forest Service, and US Fish and Wildlife Service

Project Budget

Budget Item	Amount
Outreach/Communications Coordinator stipend	\$8,200
Travel*	\$300
Material/supplies	\$500
DYNW grant fund management	\$1,000
TOTAL	\$10,000

* Covers travel costs for work-related events (not regular commute to and from work).

Compensation and Schedule

The Coordinator will be paid by contract through the Cape Perpetua Foundation/Discover Your Northwest at **\$20/hr**. The average schedule will be **3 days per week (24hrs / week)** with flexibility to cover additional days for education groups, training schedules, advertised interpretive programs, and other priority events.

Hiring date: Ideally on or before **July 15th, 2017**

Employment period: **17 weeks**

Employment end date: **~October 28, 2017 (depending on start date)**

Contractor Supervision

The Coordinator will be directly supervised by CPC Partners and will be based at the Cape Perpetua Visitor Center. The Coordinator will provide bi-weekly updates on progress of deliverables and tasks performed to CPC Partners. CPC Partners will provide periodic input on work plan deliverables as needed.

Coordinator Responsibilities

Communications Strategy

The Coordinator will work with the City of Yachats and CPC on the development of a communications plan that identifies target audiences and messages as well as methods and timing of delivery. Cultural resource protection and stewardship will be included in

messaging. This effort will support sharing ongoing activities and updates with broader social networks.

A. Communications – Print and Social Media

Deliverables:

- **Social media outreach:** Develop 3–5 posts/week highlighting theme-based projects, concepts, and upcoming events on CPC Facebook pages, including the Cape Perpetua Marine Reserve, Oregon Marine Reserves Partnership, US Forest Service Cape Perpetua Visitor Center, and other local Facebook pages as well as Facebook and social media pages of CPC partners, marine reserve community teams, and regional conservation partners. The Coordinator, working in partnership with CPC partner outreach leads, e.g., Oregon Department of Fish and Wildlife, will select metrics to track through time to determine post effectiveness, e.g., reach and engagement. The Coordinator will lead a CPC outreach workgroup, which includes representatives from Oregon Department of Fish and Wildlife, US Forest Service, Audubon Society of Portland, US Fish and Wildlife Service, and the City of Yachats.
- **Newsletter Template:** Coordinate with CPC Partners to develop a format, list of names, distribution strategy, process for inputs, and content ideas for an eventual newsletter that will provide regular updates of coordinated efforts, opportunities to engage on the ground, and events.
- **Press releases and PSAs:** Produce periodic press releases and PSAs on relevant upcoming events and opportunities.
- **Yachats Communications:** Promote Cape Perpetua programs and activities on official City of Yachats designated communication channels (e.g. Chamber, Community Calendar).
- **Yachats Local Hospitality:** Coordinate with the City of Yachats to promote local hospitality opportunities with Cape visitors.
- **Welcome Visitors Packet:** Develop a welcome packet for local businesses to provide to visitors that includes information on Cape Perpetua research and other projects

to learn about and potentially participate in, e.g., citizen science. Build from the template developed by the Cape Falcon Marine Reserve.

B. Personal Interpretive Programming

The Coordinator will develop unique guided hikes and interpretive programs to be delivered in the field and around Cape Perpetua, within the Visitor's Center and at various campgrounds, parks and other outreach venues. These programs will focus on key resource areas and issues relevant to local communities and partners with the goal promoting visitor connections to place. Coordinator will support program advertising through social media, news releases, websites and fliers, including coordination with the City of Yachats on designated communication channels. The Coordinator will also provide limited informal training and informational awareness to Forest Service volunteers, staff, and interns regarding wider Cape Perpetua Collaborative activities and events to ensure effective outreach and consistent messaging to the public.

The Coordinator will also create interactive display tables to engage the public, perform roving interpretation on trails, at recreation areas, tide pools, and at community events. At times, this will include working with US Forest Service staff and partners on creating new interpretive products to complement programs. Public contacts will be tracked through daily report forms which will statistically record key resource messages delivered. Statistics tracked through these daily forms will be used to produce monthly project reports. The Coordinator will work with Project Partners and the CPC to support organizing efforts for the annual Land-Sea Symposium.

Deliverables:

- Develop and implement a strategy for a Guest Speaker Series at Yachats/nearby community business venues in the Cape Perpetua area.
- Promote and participate in the planning for a volunteer appreciation event in September and Cape Perpetua Land-Sea Symposium in November.
- The Coordinator will assist the Youth Engagement Coordinator at the US Forest Service with specific support when needed for education programs in the Cape Perpetua area. The Coordinator will arrange meetings with schools and youth

organizations to finalize plans for field trips, citizen science and service projects during the summer and into the 2017/18 school year. The Coordinator will also assist in capturing photographs, video, and producing blogs and news releases that include youth engagement efforts within the Cape Perpetua area.

- Working with the current US Forest Service Education Coordinator, ensure content on Cape Perpetua natural and cultural resources is delivered through at least 10 on-site field trips and outreach programs designed to connect youth to protected marine and forest environments.

C. Training Materials

Deliverable:

- To enhance consistency of messaging on the natural and cultural resources of the Cape Perpetua region, coordinate the development of a document and strategy that provides messaging to docents, interns, volunteers and other entities (e.g., Oregon State Parks Rocky Shores program – incorporate natural and cultural resource messaging into 3-day training, USFS interpretive program).

D. Documenting Public Engagement

Deliverables:

- Contribute to the collection and tracking of statistics on visitor contacts, programs delivered, and individuals trained by documenting statistics monthly via program reports. Document at least 12,000 formal visitor contacts through CPC efforts.
- Conduct intercept surveys of visitors (~20/week) in coordination with ODFW Marine Reserves Human Dimensions Program. Coordinate with the City of Yachats to gauge business use on the central coast and general marine reserves and ocean awareness.

- Collect contact information (name, email, zip code) from interested visitors that would like to receive more information on Cape Perpetua conservation work. Follow up with an email that connects them to the outreach (listserv, newsletters, Facebook links). Feeds into other outreach project deliverables.

E. Photo/media documentation

Deliverable:

- Support photo/media documentation of Cape Perpetua field activities for sharing with CPC Partners and other communication channels.

F. Reporting

Deliverables:

- Provide weekly or bimonthly brief email reports to CPC Partners re: accomplishments since last report and work plan items for next 1–2 week work period.
- Final Program Report and assessment will be provided to all partners during the final week of the employment period of what was accomplished and what was learned

Cape Perpetua Collaborative Declaration of Cooperation

The Cape Perpetua area, in the central coastal region of Oregon, includes the Cape Perpetua Marine Reserve and Marine Protected Area, numerous state parks, Audubon's Ten Mile Creek Sanctuary, US Forest Service areas (including the Siuslaw National Forest, Cape Perpetua Scenic Area, and the Rock Creek and Cummins Creek Wilderness Areas), a Globally Important Bird Area, the Oregon Islands National Wildlife Refuge, Oregon's Ocean Shore State Recreation Area, and numerous other sites and natural and cultural resources that provide habitats for migratory and resident seabirds, marine mammals, and native fish and wildlife as well as places for people to recreate. Cape Perpetua exemplifies the land-sea connection, a unique place where land and sea intersect to produce productive coastal rainforests and ocean upwelling that fuels a productive food web.

Working together and coordinating conservation efforts in this region will help make efficient use to leverage available resources, and accelerate the pace at which Oregonians are made aware of, appreciate, understand and support the natural and cultural values of this region.

The objective of this declaration is to implement outreach, education, and research/management initiatives associated with the Cape Perpetua region in a coordinated and comprehensive fashion. It is acknowledged that each entity involved in the initiative has a suite of responsibilities. Members of the collaborative include representatives from federal and state agencies, non-governmental organizations, tribal sovereign nations, and local governments and businesses. As new entities form and interest in the collaborative accelerates, new signatories may be added to this Declaration of Cooperation.

The signatories to this Declaration of Cooperation recognize that focused outreach, communications, and research/management efforts associated with the Cape Perpetua region will provide Oregonians and visitors to the state with a variety of experiences, opportunities, and information to become informed and aware of the uniqueness and importance of the region as well as management actions and conservation measures to protect and enhance its natural and cultural resources. Signatories seek to engage local communities and advance awareness and understanding of the existence, purpose, and science outcomes of the natural and cultural resources and recreational opportunities of the Cape Perpetua region.

This Declaration of Cooperation represents a public statement of intent to participate in the collaborative, to strive to identify opportunities and solutions, to contribute assistance and support within resource limits, to foster conservation and collaboration for scientific exchange and information and data sharing, to encourage stewardship of natural and cultural resources, and to work with other collaborative members in promoting the outcomes we seek to achieve through regional outreach to protect and preserve the scenic, natural, and cultural resources values in the region.

This Declaration of Cooperation will remain in good standing through December of 2023, but may be amended at any time with the consensus of collaborative partners.