

San Francisco Estuary Partnership  
Implementation Committee Meeting  
Wednesday, May 23, 2018  
1515 Clay Street, Oakland

## **MEETING SUMMARY**

### **1. Welcome and Intro**

Carol Mahoney, Chair, called the meeting to order, and each member introduced themselves.

### **2. Public Comment**

There were no public comments

### **3. Approve 3/7/18 Meeting Summary (ACTION)**

The March 7, 2018 Meeting Summary was approved. Motion to approve by Pat Eklund, seconded by Arthur Feinstein. Motion carried.

### **4. Director's Report**

Caitlin Sweeney highlighted several items from the Director's Report

#### *Wetland Regional Monitoring Program*

The Wetland Regional Monitoring Program has gotten off to a great start. See Heidi Nutters on staff for more information.

#### *New Funding*

EPA has supplemental funding available to SFEP for an organizational study. Individual NEPs can apply for funds for their programs. SFEP will be hiring a consultant to work on ours. Additionally, SFEP's budget remains intact, as well as the availability of pot of competitive funds with more details to follow.

#### *NEP Tech Transfer Meeting*

This fall SFEP will be hosting the NEP meeting. IC members are welcome to attend as well as be engaged in planning. Site visits and meetings will comprise the three day event, to be held Oct 4 - 6 in San Francisco. Some conversation on outreach to a conference of public works directors from the IC/SFEP on green infrastructure/green streets.

## **5. Final Work Plan and Budget (ACTION)**

Draft Workplan that was brought to the IC in May is due to the EPA June 1. \$25,000 added for the NEP organizational study (which was also added as a new project). The budget was refined (Attachment 1) including printing cost/postage adjustments, inclusion of a SeaGrant Fellow, and the decrease of CCMP task work. Additional attachments required by EPA have been included such as staff members, host entity updates, updates, etc.

Motion to approve by Pat Eklund, seconded by Barbara Salzman. Motion approved.

## **6. Estuary Blueprint Progress Report**

Please refer to the agenda packet for Blueprint progress.

## **7. Estuary Blueprint Strategic Planning Session (ACTION)**

A strategic planning session was discussed in the March meeting. Most IC members wanted to extend one of the four meetings to an all-day planning session. Proposal (Attachment 5) that the first IC meeting, tentatively to be held in March 2019, be allocated as a planning day, with staff preparation and IC member engagement beforehand. Motion to move by Melody Tovar, seconded by Arthur Feinstein. Motion carried.

## **8. SFEP Communications Plan Update, Darcie Luce, SFEP**

The development of a strategic communication plan has come up in IC conversations over the years, and formally became part of the 2017/8 Budget and Work Plan. SFEP had conversations with individual IC members, NEP partners, and internally with staff, as well as looking at our existing communications in developing draft goals. Goals include working with partners to communicate key messages around estuary health and priorities, and refining messaging about the Partnership itself including its strengths and capacities. Evolving and potentially targeted messages will occur on a national, regional and organizational level. The Draft Communications Plan includes a list of proposed actions based on goal and anticipated level of effort. There was some discussion around broadening and better categorizing partners and audiences (highlighting local government/staff, general public, etc.), clearly linking to partner websites, and better use of analytics. Other suggestions included surveying the general public, creating focus groups, tightening up the specificity level, the inclusion of metrics and targets, highlighting ways for partners to be involved, working with municipal groups, and producing webinars. Limited staff and funding resources mean the need to be strategic to further develop the plan. Staff will prioritize actions, determine the amount of time to implement, and develop performance measures.

## 9. Blueprint Updates

*Operational Landscape Units (Task 14-2), Julie Beagle and Jeremy Lowe, SFEI*

Presentation from SFEI about creating a tool to guide nature-based adaptation strategies for sea-level rise, pairing the right strategies in the right locations. Local geologic, hydrologic and estuarine process happen on a very large Bay scale, so one issue is how to plan on a manageable land unit scale. Challenges include getting the right type of project in the right location. This project could be used as a resource to assist in environmental review and permitting, and as guidance for the larger planning process. The project recognizes the myriad of land types that require different approaches within the baylands as well as re-imagining dividing up the Bay to pair with appropriate projects, with appropriate sites based on physical drivers, vulnerability assessments and long term visioning. The Water Board has recently secured further funding to continue this work.

*Watershed-based Approach (Action 1), SFEP, Josh Collins, SFEI, Josh Bradt, SFEP*

Action 1 includes developing and implementing a comprehensive, watershed-scale approach to aquatic resource protection, with Tasks that include a written framework, criteria to evaluate a pilot, and the initiation of a pilot project. Federal and State guidance provide a rationale and opportunities for standardization of methods for evaluation and tracking. OLU could provide a template for regional watershed-based adaptive planning. The four traditional drivers for watershed management are flood protection, water quality control, water supply and habitat conservation all have tradeoffs that require coordination from start to implementation with associated metrics. Potential pilots have presented themselves (and more are needed) based on existing data, partnerships and need, but do not cover all drivers, but policies that protect water quality/supply/habitat and those that manage sea level rise need to protect baylands as well.

*Estuary News Magazine (Task 32-2), Ariel Okamoto, Editor*

Estuary News Magazine has undergone updates to make it more searchable and longer, improve the archive management, provide small between-issue updates called Pearls, and increase the social media presence of the magazine. Coverage of new topics has increased audience, and the annual budget has increased by around \$91,000. Upcoming plans include covering all Resilient By Design sites and finding new audiences through MTC's mailing resources.

## **10. IC Member Announcements – skipped due to time constraints**

## **11. Concluding Business/Meeting Road Map**

August 22, 2018 at the Bay Area Metro Center at 375 Beale St. in San Francisco

November 7, 2018 – Oakland

## **12. Adjourn**

The meeting was adjourned at 12:32 pm.

### **Attendees:**

**IC Members:** Carol Mahoney, Pat Eklund, Brad Paul, Luisa Valiela, Nahal Ghoghaie, Greg Martinelli, Arthur Feinstein, Becky Zisser, Paula Trigueros, Tom Mumley, Erica Yelensky, Sandra Scoggin, Melody Tovar, Adrian Covert, Amanda Bohl, Amy Goode, Amy Hutzler, Alyson Aquino, Matt Fabry, Barbara Salzman, Warner Chabot, Rick Thomasser, David Williams, John Andrew, Jane Lavelle, Beth Campbell, Naomi Feger, Anna Wearn

**SFEP Staff:** *Caitlin Sweeney, Athena Honore, Josh Bradt, Adrien Baudrimont, Darcie Luce, Natasha Dunn, Ian Kelmartin*

**Presenters:** SFEI: Jeremy Lowe, Julie Beagle, Josh Collins; Estuary News: Ariel Okamoto; SFEP: Josh Bradt