



**Meeting Minutes
Nisqually River Council
March 15, 2013
NW Trek Wildlife Park, Eatonville
Information: 360.438.8715**

Attendees:

Council Members

Bryan Bowden – *Mount Rainier National Park*
Bob Burkle – *US Fish and Wildlife*
Dave Cass – *UW Pack Forest*
Cindy James – *Dept. of Ecology*

Doug McClelland – *WA Dept. of Nat. Resources*
Sandra Romero – *Thurston County*
David Troutt – *Nisqually Indian Tribe*
*** CAC Representatives (2)**

Citizens Advisory Committee Members

Deborah Crosetto
Mary Foster*
Fred Michelson

Marjorie Smith
Robert Smith*
Sunny Thompson

Guests

Lisa Breckenridge – *Nisqually Indian Tribe*
Chris Ellings – *Nisqually Indian Tribe*
Kim Gridley – *Nisqually Indian Tribe*
Amy Kruver – *Pierce County*
Nancy Lee – *Social Marketing Services, Inc.*

Jessica Moore – *NW Trek*
Steve Ruff – *Miles Sand and Gravel*
Stephanie Suter – *Puget Sound Partnership*
Terry Turner – *Trout Unlimited*

Staff & Associated Nonprofits

Justin Hall – *Nisqually River Foundation*
Joe Kane – *Nisqually Land Trust*
Don Perry – *Nisqually Stream Stewards*

Sheila Wilson -- *Nisqually River Education Project*
Ashley Von Essen – *Nisqually River Council*

1. **Call to Order** – David called the meeting to order at 9:40am.

2. **Welcome and Introductions**
David and Jessica Moore, today's host and Outreach Coordinator for NW Trek, welcomed the group.

3. **Keynote Presentation: Nancy Lee, Social Marketing Services, Inc.**
 - a. Background Information and Introduction to Influencing Behaviors
 - i. Social marketing is a "process that applies marketing principles and techniques to influence target audience behaviors that benefit society as the target audience." (reject, modify, accept, and abandon)
 - ii. Most resources are invested in the "Show Me" and "Make Me" groups, which make up a very small percentage of the population. Social marketing focuses on the "Help Me" group in order to provide insight, motivation, and education to those in need. Behavior change should be promoted within the majority, along with identifying how to help them move forward and make desired positive changes.

10 Steps in the Social Marketing Planning Process

1. **Establish Purpose and Focus** – *“Choose a focus that will have an impact on your plan’s purpose.”*
 - a. Purpose: What is the potential impact of a successful campaign?
 - b. Focus: What approach will you use that might contribute to the plan’s purpose?
2. **Analyze Situation**
 - a. Conduct SWOT
 - Internal: Strengths to Maximize
 - Internal: Weaknesses to Minimize
 - External: Opportunities to take advantage of
 - External: Threats to Prepare for
3. **Select Target Audience** – *“A set of buyers sharing common characteristics that an organization decides to serve.”*
 - a. 3 Step Process:
 - Segment the market
 - Evaluate Segments
 - Select Targets for Campaign
4. **Determine Behavior Objectives and Goals** – *“What we want our target audience to do.”*
 - a. Major Types of Goals
 - Changes in Behavior
 - Changes in intent to change behavior
 - Changes in knowledge
 - Changes in beliefs/attitudes
5. **Understand Barriers and Benefits**
 - a. Barriers are reasons your target audience cannot or does not want to adopt the behavior.
 - b. Benefits are reasons your target audience might be interested in adopting the behavior or what might motivate them to do so.
6. **Craft Positioning Statement** – *“We want (target audience) to see (desired behavior) as (descriptive phrase.)”*
 - a. Adjectives we would want a target audience to use to describe a desired behavior.
7. **Develop 4P Strategies**
 - a. To overcome barriers and provide benefits
 - Product – *“Develop or promote a tangible good or service.”*
 1. Core benefit of behavior
 2. Goods or services you promote for adoption
 3. Additional product elements to assist in behavior adoption
 - Price
 1. Monetary Incentives
 2. Monetary Disincentives
 3. Nonmonetary Incentives
 4. Nonmonetary Disincentives
 - Place
 1. When and where market will:
 - a. Perform Behavior
 - b. Acquire tangible objects
 - c. Receive services
 - Promotion – *“Persuasive communications designed and delivered to highlight product, price, and place.”*
8. **Determine Evaluation Plan**

- a. Input measures
 - Resources allocated to the campaign or program effort
 - b. Output/Process measures
 - Program activities conducted to influence a desired behavior
 - c. Outcome Measures
 - Audience response to outputs
 - d. Impact Measures
 - Indicators that show levels of impact on the social issue that was the focus for the effort
 - e. Return on Investment
 - Economic value of changes in behavior and the calculated rate of return on the spending associated with the effort
9. **Set Budgets and Find Funding** – *“Identify price tags for strategies and activities with cost-related implications.”*
- a. Product-related costs
 - b. Price-related costs
 - c. Place-related costs
 - d. Promotion-related costs
 - e. Evaluation-related costs
10. **Write Implementation Plan** – *“Develop a concise working document to share and track planned efforts.”*
(Ideally 2-3 years)
- a. What
 - b. Who
 - c. When
 - d. How much (Budget)

Nisqually Watershed Stewardship Plan: Social Marketing Brainstorming and Planning Lab

1. **Establish Purpose and Focus**
- a. Purpose:
 - Increase Salmon Populations
 - Increase Stewardship
 - **Improve Water Quality ***
 - Increase Council Visibility
 - Reduce CO2 Emissions
 - Increase Habitat
 - Decrease Water Temperature
 - Maintain and Restore Ecosystem Function
 - Attract New Green Businesses
 - Increase Resilience of Water Resources
 - b. Focus:
 - Hobby Farmers
 - Pet Owners
 - Large Parcel Landowners
 - Forest Practices
 - Small Urban Areas (Eatonville)
 - **Streamside Landowners ***
 - Permeable/Impermeable Surfaces
 - Raingardens
 - Business Owners

- Lakeside Owners

2. Analyze Situation

- Internal: Strengths to Maximize
 - Relationships
 - Population is Small and Reachable
- Internal: Weaknesses to Minimize
 - Varied Population
 - Incomplete Data
 - Multiple Jurisdictions
- External: Opportunities to take advantage of
 - Increased Value for the Environment
 - Existing Regulations
 - More Sustainable Practices/Values
- External: Threats to Prepare for
 - Economy VS. Environment
 - Funding in Jurisdiction
 - Clutter/Fatigue
 - Increasing Population

3. Select Target Audience

- Hobby Farmers***
 - w/ septic
 - w/livestock

4. Determine Behavior Objectives and Goals

- Fencing Riparian Areas (wire/wood)
- Septic Tank Maintenance
- Fencing and Plants ***

Lunch – Intermission

Nominations and Voting for 2013 NRC Chair and Vice Chair

Ashley shared that there were no nominations were submitted for NRC Chair or Vice Chair. The floor is open for nominations to these seats.

Sandra Romero was nominated for Vice Chair of the Nisqually River Council. She accepted the nomination. A motion was made by the Nomination Committee to elect Sandra to the position of Vice Chair for 2013. The motion passed unanimously.

David Troutt was nominated for re-election for Chair of the Nisqually River Council. He accepted the nomination. A motion was made by the Nomination Committee to elect David to the position of Chair for 2013. The motion passed unanimously.

Social Marketing Lab Continued...

5. Understand Barriers and Benefits

- Barriers
 - **Physical effort/Planning ***

- Cost of fence
 - **Time ***
 - Getting water to livestock
 - Less food for livestock
 - Fence maintenance
 - Water system maintenance
 - Access
- b. Benefits
- Livestock under control
 - Plants provide shade
 - Protects property

6. Craft Positioning Statement

- a. Adjectives the hobby farmers would use to describe the behavior
- Good for animals
 - Easy
 - Affordable

7. Develop 4P Strategies

- a. Potential Products
- Plant Mobile
 - Nisqually Fence Crew
 - Plant Sales/Native Plant Giveaways
 - How-To Workshops
 - Native Plant Guide
 - Temperature Thermometer
 - Water Testing Kit
 - Salmon Bake
 - Tool Sharing
- b. Price
- Monetary Incentives
 1. Tax Breaks
 2. Grant Funding
 3. Conservation Reserve Program
 - Monetary Disincentives
 1. Fines
 - Nonmonetary Incentives
 1. Signs
 2. Certification
 3. Bumper Stickers
 - Nonmonetary Disincentives
- c. Place
- Nisqually Watershed (Specifics bolded below)
- d. Promotion
- Messages
 1. Will help animals, streams, fish
 2. Others are doing and noticing yours
 3. Credible Partners
 4. Easy/Doable
 - Messengers
 1. Nisqually River Council
 2. **Vet Associations**
 3. Local Granges
 4. **Feed Stores**
 5. **Farmer Insurance Agencies**
 6. **4H**

7. Horse Clubs
8. Farriers
- Media Channels
 1. Plaques
 2. Magazine
 3. Brochure of Resources
 - a. Magnets
 4. Wallet Cards
 5. Feed Stores
 6. In-store Trainings
 7. Key Chain Monitors
 8. Home Tours
 9. Pens
 10. Pins

The Council will work over the next year to work with this template to develop a pilot program for moving the Nisqually Watershed Stewardship Plan forward. This will be either during regular scheduled Council meetings or through a sub-committee.

Nancy's full presentation has been made available on the NRC's SlideShare website. Please visit: www.slideshare.net/Nisqually/social-marketing-and-behavior-change-in-the-nisqually-watershed. For more information on Community Based Social Marketing, visit: www.cbsm.org.

4. For the Good of the Order

Nothing at this time.

Adjourn – Meeting was adjourned at 3:30 pm.

*Next Meeting: Friday, April 19, 2013, 9:00am – 12:00pm
Northwest Indian Fisheries Commission Conference Center, Olympia*