

	Desired outcome(s):	Measurable goals	Actions
3	<i>Communication, outreach, education and reporting (Updated after September 2017 board meeting)</i>		
	<p><i>Internal: WID members are aware of and understand the priority issues and participate actively in WID planning &amp; implementation of priority actions.</i></p>	<p>Internal  <u>Progress could be measured by:</u></p> <ul style="list-style-type: none"> <li>- Number of direct personal contacts to resolve concerns or raise awareness;</li> <li>- information shared (e.g. newsletters, website);</li> <li>- landowner concerns/priorities addressed;</li> <li>- feedback received (informal or through surveys)</li> </ul>	<p><i>Internal: The WID board will need to communicate with WID members and engage with them on agreed priority issues, and also to communicate with neighboring landowners, other stakeholders and relevant agencies living or working within the WID.</i></p> <p><u>Recently completed or ongoing</u></p> <ul style="list-style-type: none"> <li>i. Outreach: Set up the WID website <a href="http://www.draytonwid.com">www.draytonwid.com</a> (2015)</li> <li>ii. Outreach: Sent letter to WID members to explain assessment rates, accomplishments and future needs (11/2015)</li> <li>iii. Outreach: Published Ag Water Board introductory story map with general information about the WIDs <a href="http://www.agwaterboard.com/storymap">http://www.agwaterboard.com/storymap</a></li> <li>iv. Outreach: Published story map as part of Ag-Watershed Characterization and Mapping project <a href="http://arcg.is/29qspLX">http://arcg.is/29qspLX</a> (10/ 2016)</li> <li>v. Outreach: Distributed newsletter summarizing WID activities (Sep 2016)</li> <li>vi. Comprehensive Plan: Hosted work session in 2016 to map and characterize priorities for the WID (Mapping Report produced with the Ag-Watershed Project team)</li> <li>vii. Comprehensive Plan: Participated in all-WID planning work session in March 2017</li> <li>viii. Education: Board members participated in meeting with other WIDs and Dairy Federation on fecal coliforms (2/2015) <i>(did this include the Drayton WID also?)</i></li> </ul> <p><u>Priority actions for management plan:</u></p> <ul style="list-style-type: none"> <li>ix. Comprehensive Plan: Seek grant funding to develop and implement a comprehensive management plan</li> <li>x. Reporting: Establish a template for tracking and regular reporting of WID progress on priority issues, based on a set of simple indicators of progress. *</li> <li>xi. Outreach: Continue to distribute newsletter to WID members summarizing WID progress.</li> </ul> <p><i>* denotes actions that may need additional resources, and more detailed scope &amp; description</i></p>
	<p><i>External: Non-agricultural residents and other stakeholders outside the WID are aware of, understand and support the Drayton WID's priority actions.</i></p>	<p>External  <u>Progress could be measured by:</u></p> <ul style="list-style-type: none"> <li>- External contacts: information shared (e.g. newsletters, website);</li> <li>- feedback received (informal or through surveys);</li> </ul> <p>evidence of support for WID priorities (e.g. in media coverage)</p>	<p><i>External: While external communication and engagement could be coordinated through the Ag Water Board and Whatcom Family Farmers, specific information and inputs will be needed from the Drayton WID to support these efforts.</i></p> <p><u>Recently completed or ongoing:</u></p> <ul style="list-style-type: none"> <li>xii. Sponsored Whatcom Conservation District speaker series – Drayton program 2/2017 (Nov 2016)</li> <li>xiii. AWB (booth) on behalf of the WIDs at the Small Fruit Conference (Nov/Dec, 2016)</li> <li>xiv. Sponsored WSU Water Workshop (Feb 2017)</li> <li>xv. AWB submitted comments on County Critical Areas Ordinance Update (4/ 2016).</li> <li>xvi. AWB provided feedback on Whatcom Conservation District's 2017 work plan (9/2016, 10/2016).</li> <li>xvii. Coordinated with AWB, Dairy Federation and Whatcom Family Farmers for active discussions with the Lummi Nation regarding water issues, which culminated in the development of the Portage Bay Partnership in 2017. (3/2017 work session)</li> <li>xviii. Tracked bills in the WA Legislature related to water supply and water rights and coordinated with AWB to respond as necessary (meeting minutes)</li> </ul> <p><u>Priority actions for management plan:</u></p> <ul style="list-style-type: none"> <li>xix. Support Ag Water Board's work with key partners to relate positive stories about agriculture such as what farmers are doing to benefit habitat and water quality to stakeholders, relevant bodies and agencies, and media (March 20th work session notes).</li> <li>xx. Coordinate with other WIDs to help members build skills for effective engagement and communication with stakeholders (3/2017 work session).</li> </ul>