



CALIFORNIA FISH PASSAGE FORUM

Education and Outreach Committee Meetings

Present: Grace Adams, Anne Elston, Theo Claire

Absent: Megan Quinn, Ruth Goodfield

Meeting attendance:

https://docs.google.com/spreadsheets/d/1NApL93PWEhVy2thUfWbRoe0ILJVullm5_YTjQfazKil/edit?usp=drive_link

7/3/25 Agenda:

- Outreach calendar
- Tribal engagement and outreach ideas
- International Fish Passage Conference – workshop brainstorming
- Story Map – template, interview questions, photo requests
- 2025 Workplan review / 2026 Workplan brainstorming

7/3/25 Minutes:

Outreach Calendar

The committee reviewed the outreach calendar. Grace provided additional details on the Lamprey Information Exchange. The International River Symposium was noted as a new event happening this October.

https://docs.google.com/spreadsheets/d/1tZQ9SJV0sj40CxgL_T6MSG6vF3ZUwgBWmEop81JMmHQ/edit?gid=0#gid=0

Tribal engagement and outreach ideas

Theo shared that the Forum should reach out to [Save California Salmon](#), an indigenous coalition that advocates for dam removal, and [Ridges to Riffles](#), another indigenous-led organization that has been focused on the Klamath basin.

A couple engagement ideas were proposed, first to reach out to the organizations the next time the Forum will be at a larger event (e.g., SRF, upcoming River Science Symposium) to see if they are going and would like to connect. Second, to reach out and ask about their priorities and see if/where the Forum could help support and/or identify potential events to host in tandem.

The next steps are for Theo to draft some initial language and for Grace to set up a time with Theo, Andrew, Sandi, and herself/Holly to discuss an approach.

International Fish Passage Conference – Workshop Brainstorming

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Grace shared that the Science and Data Committee discussed ideas on how to retool the SRF workshop for an international audience, including focusing on barriers that are prevalent across the world and doing both a rapid and full assessment in the field in the afternoon. It was noted that the Davis area has a lot of unique barriers, so the Forum should look into doing the field portion at a couple of these sites.

The global to local, prioritization and planning session idea was discussed and a goal for the theoretical session was identified -- show difference between various landscapes and sharing lessons learned.

Q: What does hosting a session entail? Soliciting speakers/presentations?

Grace will follow up with Andrew to answer.

It was noted that the Forum should also submit a poster application for the Fish Passage Conference and the Lamprey Information Exchange.

Action: Grace to submit a poster abstract for the Lamprey Information Exchange

NFHP Story map – template, interview questions, photo requests

(See proposal below)

StoryMap Examples:

- [Protecting our pristine seas](#) – noted as the favorite and most impactful
- [Community-led conservation of freshwater and fisheries](#) – liked the videos and that it highlighted people/community and the sounds of the river
- [Animals on the move](#) – right amount of text and images; like the drawings
- [Building up native youth in agriculture](#) – right amount of text and images; like the combination of showing text and images on the same ‘page’ (text on the left, image/graph on the right)

The Forum’s storymap theme: Youth engagement and conservation

The audience will be youth and other Forum partners.

For content, it would be great to have both videos, photos, and soundscapes of the two sites. Ideally we could have interviews with the youth engaging in each project, but that would require someone from the Forum attending public workday events, connecting with the projects’ community engagement personnel to get connected with the kids, and getting waivers from the parents. It would be most impactful, and least extractive, if someone from the Forum became a familiar face that the youth work with.

Other ideas that require less site engagement are (1) to ask the kids to draw something related to the project that could be used in the storymap and/or (2) someone from the Forum could still interview the kids, but the questions would be more focused on ‘what would you like to see in a storymap.’

Next steps:

- Grace will (1) look into what content (photos, videos) we have and what we would need and (2) pull together a rough outline and timeline for the work to be completed (see below).
- Committee members will brainstorm interview questions.

Rough Timeline/Steps

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- Mid-August
 - Develop rough outline
 - Pull together available photos, videos, and project details
- August
 - Connect with project sponsors for additional photos, videos, and requests for interviews (or site visits? Or drawings?)
 - Start drafting written content
 - Interviews with project sponsors
- September
 - Draft written content
 - Pull together template with all content
 - Interviews or site visits with project sponsors
- October
 - Finalize template
 - Begin ESRI creation
- November
 - Finalize completed storymap

Agenda for Thursday September 4, 11-12pm

- Outreach calendar
- Tribal engagement and outreach update
- Story Map – next steps
- International Fish Passage Conference – workshop or session application

NFHP StoryMap Proposal:

FHP and Contacts: California Fish Passage Forum, Holly Steindorf, hsteindorf@nrccorp.com

StoryMap Title: Connecting People and Fish in Wild and Urban Watersheds

StoryMap Description/Pitch, include information on your FHP need and the “Hook” of your StoryMap (~ 1,000 words):

This StoryMap will feature two projects supported through CFPF which involve the local community and youth to monitor and improve riparian habitat and fish passage: one in a wild watershed, and one in an urban watershed. The StoryMap will start with the Mid-Klamath watershed council, which uses youth field crews to conduct snorkel monitoring and hand-manipulation of the riverbed to improve passage on the Klamath River. The StoryMap will focus on the story of youth doing science. Themes will include how snorkel surveys are used, how natural barriers to passage are remediated, and what the youth learn about the watershed. Funding from NFHP/CFPF to support these efforts will be highlighted. The Mid Klamath Watershed Council has secured high-resolution imagery of the project which will be utilized in the StoryMap.

The StoryMap will then travel south to Richmond, a highly urbanized and disturbed neighborhood in the North Bay area, where the story will focus on the Watersheds Project’s work to restore Wildcat creek

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through community input and engagement. The StoryMap will highlight the degradation of the watershed, the citizen science efforts to clean and monitor the creek, and the ongoing and future plans for restoration. The project will focus on the community connection to the watershed. Actions highlighted will include community stakeholder meetings, school visits, community development of interpretive signage and community development of a children's book about finding fish in the creek. Funding from NFHP/CFPF will be highlighted. The Watershed Project and CFPF have secured high resolution images and video of the project which will be utilized in the StoryMap.

The StoryMap will connect viewers with relevant tools and information on fish passage best practices, such as identifying barriers to passage in the CFPF's Passage Assessment Database, monitoring of stream conditions and fish counts, and the benefits of a healthy watershed to fish and community. The StoryMap will be prominently featured on the CFPF website. Its development will encourage engagement with out work consistent with our Strategic Objective #7: Implement education and outreach activities, targeting both the public and fish passage practitioners.

Timeline for StoryMap development: Receipt of funding through November 2025.

Content development: August through November 2025.

StoryMap construction on ESRI platform: October and November 2025.

Organization leading content creation/writing: Natural Resources Consultants.

Holly Steindorf, CFPF Coordinator, will develop the content and collect all images necessary to build the StoryMap. The funding requested for Holly Steindorf's time will be augmented by the NFHP Operations Funding provided for FY24 and FY25 if needed.