



TRRP Outreach

FY23 accomplishments & early FY24 plans

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Photo courtesy of Anonymous



About Me



It was a 40lb carp!



Nice stringer of Wisconsin
Blue Gill



My Family

Outreach Tools

Outreach Tools



Trinity County Resource Conservation District

Educational Outreach

- Events
- School Based Outreach

Communication Tools

- Eblast Newsletter
- Trinity River, CA
 - Over 3000 FB followers
 - Almost 500 Instagram followers
- Mailings
- Flyer Postings
- Surveys & Metrics

Printed Materials

- Brochures
- Posters – Trinity River Watershed Poster
- Event Flyers



Education Outreach at Douglas City School After School Program

Outreach Focus By Organization

Trinity County RCD

Education on the ecology of the Trinity River watershed & providing outreach support to the Trinity River Restoration Program.

- Preparing, producing and distributing **watershed informational material**
- Planning, coordinating and implementing **watershed-related experiential and outreach events for adults and students**
- Planning, coordinating, developing and maintaining **public displays** (e.g. interpretive signs) and informational kiosks which emphasize the benefits of Program projects for fish, wildlife habitat, recreational opportunities, and the community
- Providing **outreach support** to the Program through such activities as **mailings, internal meeting support, electronic and social media updates**, and other appropriate outreach activities



2023 - Hoopa Sovereign Days

Outreach Focus By Organization

Trinity River Restoration Program

Increase river knowledge, restoration activity awareness, introduce restoration principles and increase land stewardship within the communities of the Trinity River.

- Directing the year to year planning based on TRRP and RCD objectives
- Science and Implementation based communication through appropriate channels



2022 Salmon Festival - Weaverville



Public Outreach Tools Recurring Events

- Science on Tap
- Trinity River Salmon Festival
- Trinity River Public Float
- Trinity River Volunteer Clean Up
- Open House
- Science Symposium (every other year)
- Wild and Scenic Film Festival (every other year)
- Riparian Focused
 - Volunteer Native Species Plantings
 - Volunteer Noxious Weed Pulls
- Nature Hikes
 - Great Backyard Bird Count
 - Wildflower Hike/Hunt



Public Outreach Tools

Environmental Education Activities and Camps

- Fieldtrips with Student Groups
 - Day at the Wetlands
- School Based Education
- Weaverville Summer Day Camp
- Bar 717 6th Grade Environmental Camp
- Adult Educational Outreach
 - Shasta-Trinity Fly Fishermen
 - Rotary Club
 - North Coast Native Protectors



Public Outreach Tools

Public Meetings

- Public meetings meant to inform about proposed restoration actions & to generate feedback. We call this scoping!
- Regularly scheduled meetings that are open to the public.
 - Workgroup Meetings
 - TMC Meetings



Public Outreach Tools

Tools of Communication

- Newsletter
- Facebook/Social
- Website
- Mailings
- Annual Reporting
- Press Releases
- Earned Media
- Word of Mouth
- Articles
- Printed Materials
- Interpretive Signs
- In-person Education
- Analytics, Surveys & Feedback Forms



2022
Annual Report
Published: June 2023



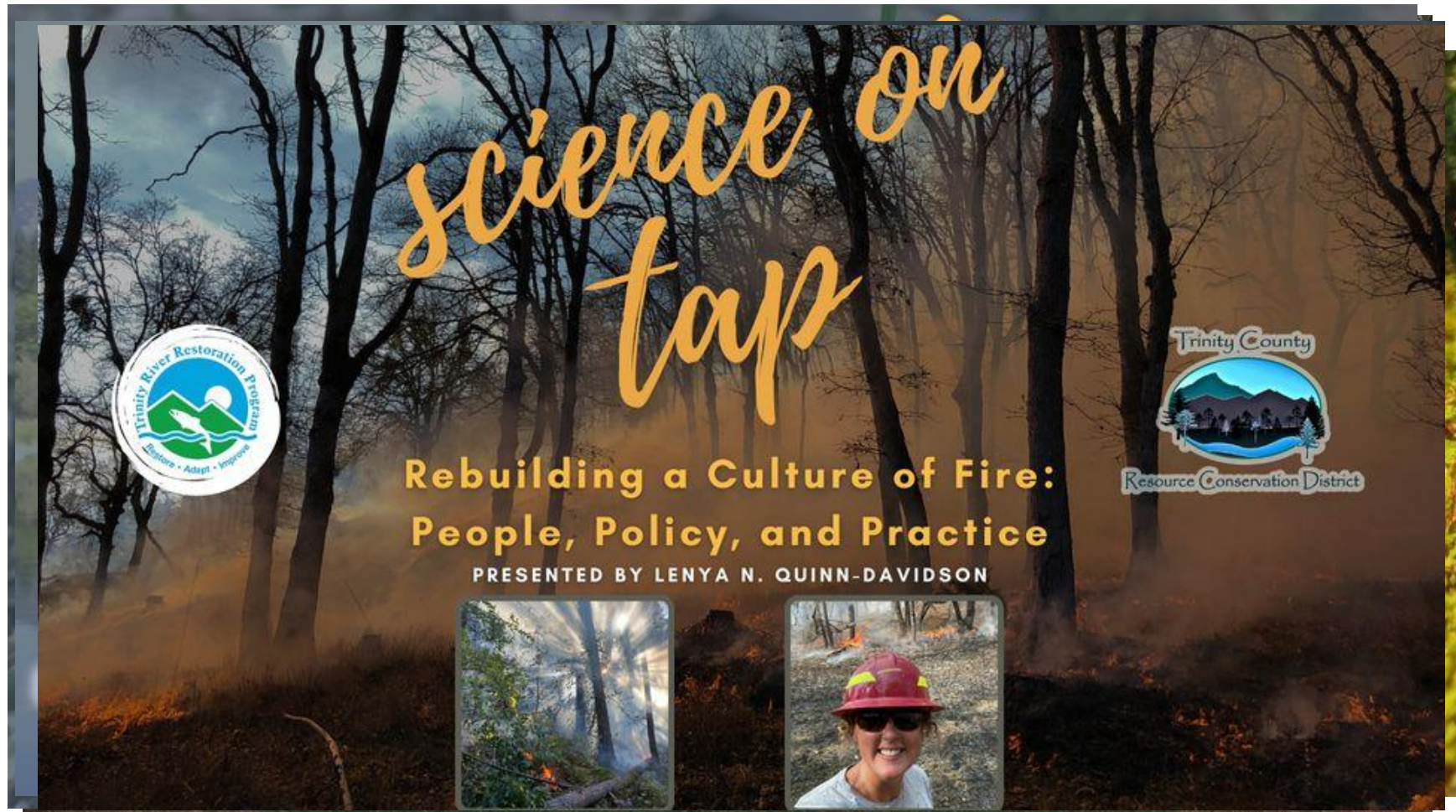
FY23 Accomplishments

FY23 Accomplishments



FY23 Accomplishments Science on Tap

- Science on Tap
 - 11 events in FY23
 - **994 attendees**
 - One year anniversary in April



FY23 Accomplishments Added New Events

- Science on the River
 - Lewiston (63 attendees)
 - Douglas City (75 attendees)
- Wild and Scenic Film Festival (178 attendees & 15 volunteers)
- Adopt-a-Plot (16/32 plots adopted!)
 - 4th of July Parade



FY23 Accomplishments Added Channels of Communication

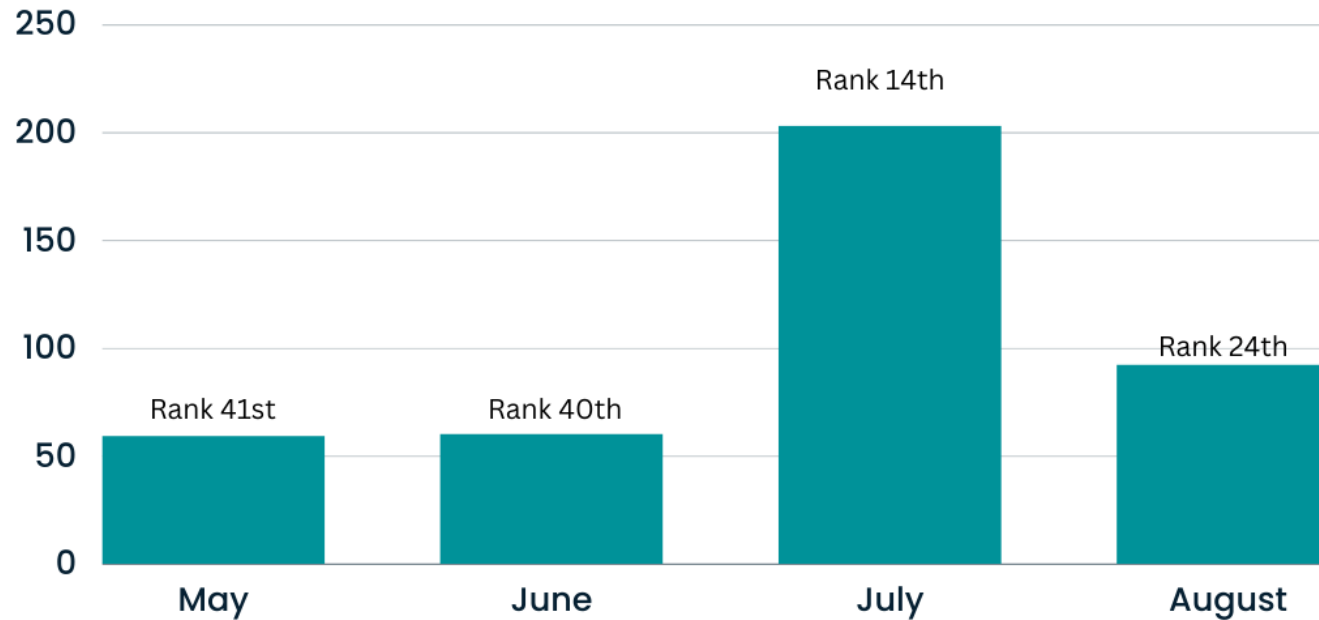
- Newsletter – The River Riffle
- trrp.net/outreach



RIVER RIFFLE

May 15 – September 11 Page Views by Outreach Page

Top ranking page since May 15=Home Page, 3,144 pageviews (not graphed)



FY23 Accomplishments Added Channels of Communication

- Outreach Page and Newsletter (The River Riffle is sent via email, Facebook)

Trinity River Restoration Program

Home CALENDAR WHO WE ARE RESTORATION DATAPORT CONNECT WITH US

General Contact
TRRP Staff
Outreach
Engaging TRRP Effectively

to restore and maintain the Trinity River's anadromous fishery resources ... [by] ...
- U.S. Department of Interior, Record of Decision, 2000

Click here for full purpose and goal statements...

Trinity River Restoration Program Overview

Watch later Share

Watch on YouTube

MUREAU OF RECLAMATION

This short video highlights the history of the Trinity River and outlines the basis for river restoration following water diversions and centuries of harmful impacts from mining and logging.

WELCOME

TRRP is a multi-agency program with eight Partners forming the Trinity Management Council (TMC), plus numerous other collaborators.

The TRRP implements the 2000 Department of Interior (DOI) Record of Decision, which directs DOI to restore the fisheries of the Trinity River impacted by dam construction and related diversions of the Trinity River Division (TRD) of the Central Valley Project. Water diversions of the TRD compounded impacts to the river that occurred from gold mining and historic logging.

The main Program office is located in Weaverville, CA (contact), with staff working in the Program across various Partner offices.

Trinity River Restoration Program

Home CALENDAR WHO WE ARE RESTORATION DATAPORT CONNECT WITH US

River Riffle Newsletter - August
River Riffle Newsletter - July
River Riffle Newsletter - June
River Riffle Newsletter - May
Weeds... Adopt a Plot

Trinity River Restoration Program

Restore • Adapt • Improve

Read the River Riffle Newsletter

- August Newsletter
- July Newsletter
- June Newsletter
- May Newsletter

Subscribe via email!

FY23 Accomplishments **Social Media**

Developed an in-office social media strategy

- TRRP Staff Social Replies



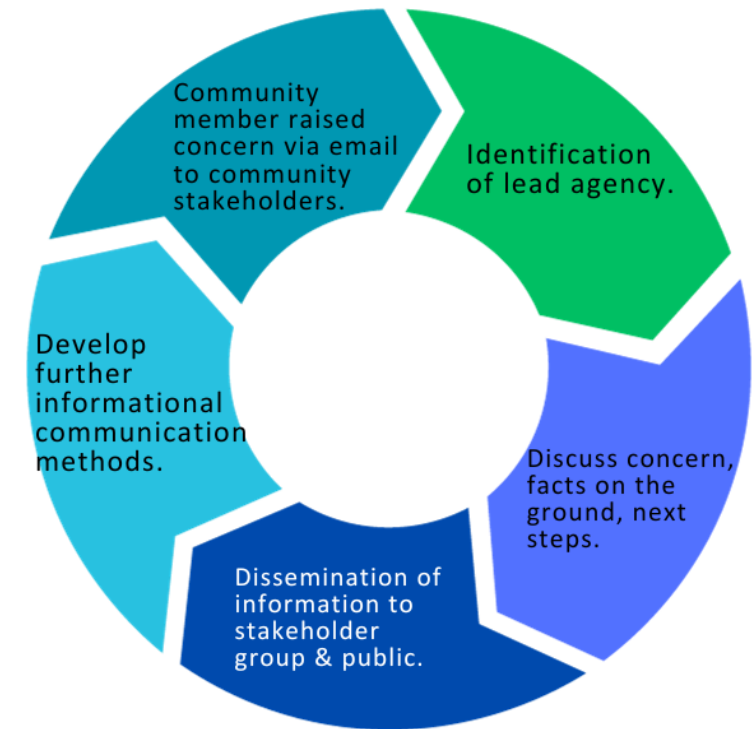
FY23 Accomplishments **Identified Stakeholders**

Identified stakeholder communication strategies

- Addressed public concern on many occasions. Gill lesion example.
- Organizations pushing for PR Specialist positions to be filled at NCAO and TRRP offices.



Photos provided by CDFW



Analytics

Analytics



Analytics

Event Analytics

Website Analytics

Facebook Analytics

Yearly Survey

- ✓ Attendance
- ✓ Feedback
- ✓ Survey
- ✓ Email lists

All Event Total Feedback

	I enjoyed the event	I learned something new	The event was well organized	Event staff were helpful and engaging	I would recommend this event to a friend	I would attend events like this again in the future
Strongly Agree	274	268	265	271	281	296
Agree	46	43	53	38	35	28
Neutral	0	0	0	0	0	0
Disagree	1	1	0	3	1	0
Strongly Disagree	0	0	0	0	2	0

By Event

All Event Total Feedback

Event Name		I enjoyed the event	I learned something new	The event was well organized	Event staff were helpful and engaging	I would recommend this event to a friend	I would attend events like this again in the future
Great Backyard Bird Count Weaver Basin Wetlands	Strongly Agree	9	7	9	10	8	8
	Agree	1	3	1	0	2	2
	Neutral	0	0	0	0	0	0
	Disagree	0	0	0	0	0	0
	Strongly Disagree	0	0	0	0	0	0
Great Backyard Bird Count Lewiston Hatchery	Strongly Agree	10	10	11	11	11	11
	Agree	1	1	0	0	0	0
	Neutral	0	0	0	0	0	0
	Disagree	0	0	0	0	0	0
	Strongly Disagree	0	0	0	0	0	0
TRRP Open House	Strongly Agree	1	1	1	1	1	1
	Agree	1	1	1	1	1	1
	Neutral	0	0	0	0	0	0
	Disagree	0	0	0	0	0	0
	Strongly Disagree	0	0	0	0	0	0
Invasive Plant Pull at Bucktail	Strongly Agree	2	1	2	2	2	2
	Agree	0	1	0	0	0	0
	Neutral	0	0	0	0	0	0
	Disagree	0	0	0	0	0	0
	Strongly Disagree	0	0	0	0	0	0
Science on Tap	Strongly Agree	196	196	186	189	202	214
	Agree	37	29	44	34	25	21
	Neutral	4	9	6	10	6	1
	Disagree	0	1	0	2	1	0
	Strongly Disagree	0	0	0	0	2	0
Trinity River Cleanup	Strongly Agree	9	6	7	9	9	9
	Agree	0	1	1	0	0	0
	Neutral	0	2	1	0	0	0
	Disagree	0	0	0	0	0	0
	Strongly Disagree	0	0	0	0	0	0



Analytics

Event Analytics

Website Analytics

Facebook Analytics

Yearly Survey

- ✓ Page Views
- ✓ Page Rankings
- ✓ Time on Page

TRRP.NET Page Analytics for June 1 - August 31

Landing Page	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Sessi	Avg. Session Duration
/index.php (TRRP.Net)	1552	39.43%	612	53.67%	2.36	161.70
/restoration/flows/lake-conditions/index.php	1369	72.46%	992	83.78%	1.28	55.82
/restoration/flows/current/index.php	691	68.02%	470	64.25%	1.80	96.64
/program-structure/trrp-staff/index.php	231	77.49%	179	84.42%	1.33	47.48
/program-structure/background/fish-of-the-trini	164	85.37%	140	83.54%	1.30	51.99
/program-structure/background/diversion-facilit	126	75.40%	95	76.19%	1.52	150.66
/outreach/river-riffle-newsletter-july/index.php	100	34.00%	34	62.00%	2.02	136.62
/library/index.php	90	26.67%	24	40.00%	3.71	441.73
/program-structure/background/index.php	85	57.65%	49	77.65%	1.55	131.87
/calendar/event/index.php?id=11775	84	19.05%	16	84.52%	1.32	59.98
/restoration/flows/flow-release-notifications/inc	72	66.67%	48	37.50%	2.46	98.29
/restore/flows/current/index.php	72	87.50%	63	61.11%	1.82	82.56
/restoration/adaptive-management/water-temp	71	87.32%	62	94.37%	1.21	13.11
/restoration/flows/summary/index.php	63	38.10%	24	80.95%	1.65	96.43
/library/document/index.php?id=226	60	91.67%	55	80.00%	1.38	23.72
/restore/flows/lake/index.php	59	71.19%	42	52.54%	2.05	66.64
/program-structure/background/rod/index.php	57	52.63%	30	43.86%	1.96	169.14
/library/document/index.php?id=227	46	63.04%	29	69.57%	1.52	9.72
/program-structure/program-structure/trinity-rr	44	18.18%	8	22.73%	3.00	150.16
/contact-us/index.php	43	79.07%	34	74.42%	1.49	16.42
/dataport/riverview-launch/index.php	40	85.00%	34	77.50%	1.63	32.28
/dataport/index.php	37	16.22%	6	45.95%	2.89	326.73
/outreach/river-riffle-newsletter-august/index.p	36	44.44%	16	52.78%	2.08	234.56
/restoration/channel-rehab/sites/oregon-gulch-r	31	61.29%	19	64.52%	1.74	58.29
/library/document/index.php?id=2605	29	44.83%	13	79.31%	1.38	65.97
/restoration/flows/typical-releases/index.php	25	32.00%	8	56.00%	1.68	72.48
/library/document/index.php?id=2615	24	33.33%	8	87.50%	1.54	30.38
/outreach/river-riffle-newsletter-june/index.php	23	34.78%	8	73.91%	2.04	186.74
/restoration/watershed-activities/watershed-ea,	23	56.52%	13	78.26%	1.52	160.13

Analytics

Event Analytics

Website Analytics

Facebook Analytics

Yearly Survey

- ✓ Demographics
- ✓ Post Analytics

Top cities

Weaverville, CA



Redding, CA



Lewiston, CA



Hoopla, CA



McKinleyville, CA



Arcata, CA



Eureka, CA



Willow Creek, CA



Hayfork, CA



Chico, CA



Analytics

Event Analytics

Website Analytics

Facebook Analytics

Yearly Survey



Total Number of Respondents

Category	Number of Respondents	
	Digital	Paper
2022	175	-
2023	162	1
Repeat Respondents	35	-

- ✓ Detailed Demographic Info
- ✓ Relationship to the River
- ✓ River Knowledge
- ✓ Restoration Knowledge and Views



Analytics

Event Analytics

Website Analytics

Facebook Analytics

Yearly Survey

Opinions of 2022 and 2023 Respondents to the statement

50 or older	Frequent visitor	Neutral	I believe flow variations should also be based on annual rainfall and reservoir storage so as to NOT further us into potential catastrophic drought situations. The dam changed the river forever. Manage the river as a dammed river, not a wild one. It can never be wild as it once was.
50 or older	Long-time resident	Neutral	I have been told they do, but really not sure
50 or older	Lifelong resident	Neutral	It did not change until temps were warm in the summer then
50 or older	Long-time resident	Neutral	Removing water to the central valley negatively impacts the river. Its embarrassing and telling that you dont ask that question on this survey.
50 or older	Long-time resident	Neutral	Spread the flow using more flow during high temperature seasons. Instead of high flows all at once.
30-49	Long-time resident	Disagree	I think release flows should reflect current rainfall status, in a severe drought year do not have high release flows and drain the lake
30-49	Lifelong resident	Disagree	The releases should be in tune with natural cycle, not same time every year.
50 or older	Long-time resident	Disagree	Flow regimes and variations are not natural when water is diverted to the Sacramento River.
30-49	Lifelong resident	Strongly Disagree	From information ive collected the river would almost go dry yearly pre 1960s but the fish runs were 1000% better than todays fish runs
30-49	Frequent visitor	Strongly Disagree	The water released is not at the right time of year. It is a waste of water. Save it for the fall.
50 or older	Lifelong resident	Strongly Disagree	Salmon need year round cooler water temperature
50 or older	Long-time resident	Strongly Disagree	The releases are not done for the fish but for special events.
50 or older	Lifelong resident	I Don't Know	I feel the releases should flood the old flood plains. Why are they not flooding any longer? All my land used to be a riparian marsh, and now it's just land on a river channel.
50 or older	Lifelong resident		Depends on the timing of these flow releases. The artificial flow without enough water to achieve goals means problems cannot be fixed.

FY24 Outreach Plan

FY24 Outreach Plan



FY24 Outreach Plan

✓ FY24 Outreach Goals

✓ Month to Month Planning

Theme	Variable Flow		Sep-23					
Sub Topics	Fall Salmon Run	Spring Salmon Spawn						
Medium	Name/Organization	Name/Organization	Name/Organization		SWAG	Printed Materials		
Newsletter	The River Riffle	RCD Update Email			Pencils	Fish Bookmarks		
Facebook	TRRP	Trinity County RCD	Trinity River, CA		Stuff Sacks	Fish Wheel Update		
Instagram			Trinity River, CA		TR Cartoon Map Puzzles			
Website	trrp.net		Trinity River, CA					
Email Groups	TRRP_Updates, TRRP_Flow Notifications	RCD E-Blast List						
Flyers	Flyer Posting list (Events & Notifications)	Flyer Posting List (Notifications)			Ecology/Science	Implementation	Website	
Newspaper Press Release	Trinity Journal							
Newspaper Article	Trinity Journal/Trinity River Spotlight							
Publications	Fishing the California Alps	The Conservation Almanac			Chinook Migration, Photosynthesis, Temperature Report (2023), Redds & Sediment	Oregon Gulch Restoration, UCC, Tributary Work	Phase 2 Review	
Mailings	Riverfront Landowner Mailing List	Tribal Mailing List	Scoping Mailing Lists					
Stakeholders (identify) (email/call)	TMC	Watershed Partners	Community Stakeholders	Board of Supervisors				
Events	Date	Organization Lead	Newsletter	Social	Website	Stakeholders	Flyers	
Science on the River	6-Sep	TRRP	TRRP	TRRP FB	Outreach	email/call	x	
River Clean Up	9-Sep	RCD	x	x	x		x	
Bar 717 6th Grade Environmental Cam	13-Sep	RCD	follow up (October)	x				
Science on Tap	27-Sep	TRRP/RCD	x	x	x		x	
California Indian Day	29-Sep	RCD		x				
Watershed Wednesday								

NOTES

How can you help aid successful communications

✓ SWOT Analysis

✓ Stakeholder Communication

✓ Engage

S W O T	Analysis
Strengths	Weaknesses
Opportunities	Threats



How can you help aid successful communications

✓ SWOT Analysis

✓ Stakeholder Communication

✓ Engage





Thank you!

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