

PMEP 2025 Annual Workplan

Approved December 5, 2024 by the PMEP Steering Committee

<b>Goal 1: Restore, enhance, and protect resilient estuarine, and nearshore marine fish habitat.</b>				
<b>Objective 1:</b> Provide NFHP funding to projects annually consistent with PMEP priorities and NFHP National Conservation Priorities.				
<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. Annually revise the PMEP RFP to reflect current PMEP priorities, including DEI priorities, and NFHP National Conservation Priorities.	Dec 2025	Operational	Steering Committee, Coordinator	
2. Annually distribute RFP to email subscribers.	Dec 2025	Operational	Coordinator	
3. Distribute RFP through partner networks and expand reach to other distribution networks consistent with our DEI goals.	Dec 2025	Operational	Coordinator, PMEP Partners	
4. Promote RFP on website news blog and funding page	Dec 2025	Operational	Coordinator	
5. Engage 6 PMEP partners in proposal reviews annually.	March 2025	Operational	Coordinator, Review panel	
6. Provide ranked list of projects for funding to NFHP board	March 2025	Operational	Steering Committee, Coordinator	
7. Provide debriefs to project sponsors annually	May 2025	Operational	Coordinator	
8. By 2025 integrate the PMEP project proposal process into the NFHP database to automate reporting and metric evaluations.	Dec 2025	Depends on NFHP	Data steward, Coordinator	

<b>Objective 2: Facilitate the funding of projects annually through the NOAA Recreational Angler funding program and other programs with a NFHP nexus.</b>				
<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. Facilitate the proposal of at least one project in PMEP region for funding from the NOAA Recreational Angler funding program that meet PMEP's priorities including DEI priorities.	February 2025	Operational	Coordinator	
2. Track funding opportunities with NFHP nexus and facilitate project funding as opportunities arise.	Dec 2025	Operational	Coordinator, PMEP partners	
<b>Objective 3: Maintain and update PMEP core data layers and data tools regularly.</b>				
<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. Twice yearly review status of PMEP core data layers, including identifying needed updates.	Dec 2025	Operational	Science and Data Committee, Data Steward	
2. Regularly maintain data tools, identifying and fixing any problems and responding to inquiries	Dec 2025	Operational	Data Steward	
3. Update CMECS Biotic Habitat layer including the eelgrass data layer. Update the Restored Areas data layer	Dec 2024-2025	USFWS	Data Steward	
4. Maintain the central Hubsite of information for tidal connectivity work.	Dec 2025	Operational	Science & Data Committee, Data Steward	
<b>Objective 4. Develop a new data tool for accessing nearshore data.</b>				
<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. Develop training curriculum for new nearshore data tool.	<u>January 2025</u>	AFWA	Data Steward, Coordinator	
2. Execute two nearshore data tools training.	Dec 2025	AFWA	Data Steward, Coordinator	

<b>Objective 5. Annually identify and develop funding prospectuses for 2-3 new assessment, collaboration, or data projects to progress PMEP's work.</b>				
<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. Monitor regional efforts to understand spatial extent of estuary habitat in various levels of conservation in each PMEP region and by state in line with 30 x 30 (Executive Order 14008). "Conservation" can include traditional and other effective area-based conservation measures (OECMs).	December 2025	Needed	Science and Data Committee, Kevin O'Conner	
2. Monitor the progress of Streamnet to standardize west coast wide spatial data on species distribution - especially for species impacted by barriers to tidal connectivity (stream and estuary level mapping) including lamprey.	Dec 2025	Needed	Inter-FHP Working group & Science & Data Committee, Van Hare	
3. Develop a project prospectus to fill nearshore intertidal substrate and biotic cover data gaps	Dec 2025	Needed	Science and Data Committee	
<b>Objective 6. Annually undertake at least one new assessment, collaboration, or data project to progress PMEP's work.</b>				
<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. Implement the PEER Project. Hold the 2 <sup>nd</sup> and 3 <sup>rd</sup> PEER Project symposiums.	May 2025	USFWS	PMEP Coordinator, Science & Data Committee	
2. Initiate PEER online resources construction	May 2025	USFWS	PMEP Coordinator, Science & Data Committee	
3. Explore development of Nearshore focal species	December 2025	Operational	Science & Data Committee	

**Goal 2: Ensure the continuation and effectiveness of PMEP and its work**

**Objective 1. Ensure the effectiveness of PMEP's committees and working groups.**

<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. 20 PMEP partners will attend the annual meeting.	Dec 2025	Operational	PMEP partners	
2. Bi-monthly meetings of Steering Committee and Science & Data Committees are consistently attended by 75% of members.	Dec 2025	Operational	Steering Committee, Science & Data Committee	
3. Convene and support project working groups as needed.	Dec 2025	Operational	Coordinator, PMEP partners	
4. Recruit and support new leadership for committees and working groups.	Dec 2025	Operational	Governance Committee	
5. Acknowledge partner contributions to PMEP on an annual basis.	Dec 2025	Operational	Coordinator	
6. Review and revise as needed PMEP foundational documents at least bi-annually (charter, policies and procedures document, communications framework, DEI framework, strategic plan).	Dec 2025	Operational	Governance Committee	
7. Maintain a current committee portal on the PMEP website	Dec 2025	Operational	Coordinator	

**Objective 2: Ensure PMEP's committee membership reflects the diversity of perspectives, expertise, and geography necessary to effectively conduct our work.**

<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. Evaluate annually the composition of PMEP committees and identify gaps in diversity and equity, geography, interests, and expertise and recruit new members accordingly	Dec 2025	Operational	Governance Committee	
2. Identify potential new committee	Dec 2025	Operational	Governance Committee	

members with a focus on increasing representation from native sovereign nations and underrepresented sectors.				
3. Provide an onboarding orientation for all new PMEP partners	Dec 2025	Operational	Coordinator	
4. Engage new members in PMEP meetings	Dec 2025	Operational	Steering Committee, Coordinator	
5. Refine PMEP DEI Framework	June 2025	Operational	DEI ad hoc working group	
<b>Objective 3: Ensure PMEP's work is collaborative and strategic</b>				
<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. Update and revise the PMEP strategic plan on a 5-year cycle or sooner if needed.	NA for 2025		Steering Committee,	
2. Develop and track progress of annual workplans each year to guide PMEP activities consistent with the PMEP strategic plan.	Dec 2025	Operational	Governance Committee, Science & Data Committee, Steering Committee	
3. Build and maintain positive collaborative relationships with organizations and programs throughout the PMEP region.	Dec 2025	Operational	PMEP Partners	
<b>Objective 4: Build an active network of collaborating organizations that support PMEP's work and advertise PMEP products within their own networks.</b>				
<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. Participate with and assist collaborating organizations in workshops and other processes.	Dec 2025	Operational	PMEP partners, Coordinator, Data Steward	
2. Include collaborating organizations in PMEP meeting agendas.	Dec 2025	Operational	Steering Committee, Science & Data Committee	
3. Invite collaborating organizations to advise on PMEP work products.	Dec 2025	Operational	Steering Committee, Science & Data Committee, Coordinator, Data Steward	

<b>Objective 5: Maintain productive engagement with the National Fish Habitat Partnership.</b>				
<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. Engage with the NFHP through the board, committees, working groups.	Dec 2025	Operational	Coordinator, Data Steward	
2. Provide annual report of accomplishments to NFHP board and for NFHP annual report	March 2025	Operational	Coordinator	
3. Ensure PMEP data in the NFHP project database is updated and accurate	March 2025	Operational	Coordinator, Governance Committee	
4. Build collaboration and information sharing with other fish habitat partnerships	Dec 2025	Operational	Coordinator, Data Steward	
5. Maintain PMEP's high level of evaluation under NFHP.	Dec 2025	Operational	Coordinator	
<b>Objective 6: Ensure PMEP has adequate capacity to conduct its work.</b>				
<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. Secure funding each year for PMEP operations and projects from NFHP .	Dec 2025		PSMFC, Coordinator	
2. Secure funding each year for PMEP initiatives from non-NFHP funding sources, including public and private funding.	Dec 2025	Operational	Coordinator, PMEP partners	
3. Ensure adequate funding for a PMEP coordinator and data steward.	October 2025		PSMFC	

**Goal 3: Increase Awareness of PMEP and its products across the West Coast and nationally**

**Objective 1: Use the PMEP Communications Framework as a guide for all communications activities.**

<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. Develop and execute communications campaigns for all new PMEP products and assessments.	Dec 2025	Operational	Coordinator	
2. Develop and execute communications around the PEER Project (e.g., social media posts, website banners)				

**Objective 2 Provide to targeted audiences accurate, engaging, and current information about PMEP funding and its work products.**

<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. Present information on PMEP and its work at five events each year (e.g., audiences: Tribal Marine Stewards Network, etc.)	Dec 2025	Operational	Coordinator, Data steward	
2. Annually promote PMEP products through five partner avenues (newsletters, blogs, social media, etc.)	Dec 2025	Operational	Coordinator, PMEP partners	
3. Engage PMEP partners in external communications at least five times each year (e.g., partners provide information about PMEP at meetings, workshops, etc.).	Dec 2025	Operational	PMEP partners	
4. Quarterly distribute newsletter and announcements to PMEP email distribution list and achieve at least a 20% open rate.	Dec 2025	Operational	Coordinator	
5. Increase PMEP's email distribution list by 25% each year.	Dec 2025	Operational	Coordinator	
6. Develop ready-made content that members and partners can use to advertise these products through their existing outreach platforms (newsletters, conferences, social	Dec 2025	Operational	Coordinator, Communications Committee	

media, etc.).				
7. Maintain an outreach calendar with opportunities for outreach to promote PMEP and its products regionally and nationally.	Dec 2025	Operational	Coordinator	
<b>Objective 3: Increase the use of PMEP products, tools, and assessments.</b>				
<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. Develop a dissemination plan to increase use of West Coast Habitat Viewer	May 2025	Operational	Communications, Coordinator	
2. Provide trainings and presentations on data tools to at least 50 people annually.	Dec 2025	Operational	Data Steward, PMEP Coordinator	
3. Catalogue PMEP data products with external data portals.	Dec 2025	Operational	Data Steward	
4. Create a Storymap related to Estuary data tools and assessments	December 2025	Operational	PMEP Coordinator, Communications Committee, Data Steward	
<b>Objective 4: Build and maintain an effective online communications presence.</b>				
<b>Strategy/Action:</b>	<b>Timeline</b>	<b>Funding</b>	<b>Committee lead &amp; support</b>	<b>Status</b>
1. Increase by 100% annually PMEP's social media followers.	Dec 2025	Operational	Coordinator, PMEP partners	
2. Maintain and update the PMEP website news monthly.	Dec 2025	Operational	Coordinator	