

THE CENTRAL PUGET SOUND REGIONAL OPEN SPACE STRATEGY (ROSS)

Communication and Fundraising Talking Points
for ROSS Work Program

EXISTING ASSETS + IN-KIND LEADERSHIP

WORK ELEMENT 1

PROJECT FUNDING, CAPACITY, ORGANIZATIONAL ALLIANCES

- Co-owned ROSS vision and Preliminary Comprehensive Strategy to share with peers and funding community
- Over 100+ organizational partners through Technical Advisory and Executive Committees
- Esteemed Executive Committee Leadership
- Continued leadership from Bullitt Foundation
- Continued leadership from National Park Service
- Cedar River Watershed scoping proof of concept
- Approximately \$80,000 in in-kind leadership to date with an anticipated over \$1 million in in-kind support.

WORK ELEMENT 2

WATERSHED OPEN SPACE STRATEGIES (WOSS)

- Numerous existing activities and efforts on the watershed level, including and not limited to salmon recovery efforts, biodiversity management plans, agricultural strategic plans, regional opportunity mapping, health department data, recreation and trail network inventories and network planning, etc.
- Strong existing watershed-level leadership and mobilized research and advocacy organizations
- National Park Service will likely be providing in-kind leadership as well as location and material costs to bolster critical public outreach components
- Anticipated over \$600,000 in in-kind leadership over course of seven watersheds. More if you include other staff and public engagement pieces.

WORK ELEMENT 3

STRATEGIC INITIATIVES

COMMUNICATIONS + OUTREACH

- Strong interest by all partners for integrated communications and outreach strategy
- Executive Committee sub-committee (being formed)
- Potential Bullitt in-kind donation of \$50K for Resource Media contract for Stage 1
- Committed leadership from the National Park Service on public outreach for each Watershed Open Space Strategy

ECOSYSTEM SERVICES

- Strong interest from leading technical organizations with possible funding and/or in-kind support including Natural Capital Project, Puget Sound Institute, Cascadia Ecosystem Services Partnership
- Unique opportunity to lead the incorporation of health and equity vision into ecosystem services valuation
- Strong interest and commitment by Bullitt Foundation to assure this work is part of the ROSS
- Work has the potential and intention to provide a model for other regional initiatives nation-wide

EXISTING ASSETS + IN-KIND LEADERSHIP (continued)

WORK ELEMENT 3

HEALTH + EQUITY

- Engaged leadership from UW Public Health department and county level health districts.
- Unique opportunity to develop open space conservation strategies in concert with health and equity objectives.
- High demand nationally for integration of public health and environmental data and identification of cross-benefits.

GOVERNANCE + FINANCE

- Strong mandate from PSRC's Vision 2040 to establish a regional open space strategy. Precedent of other regional initiatives provide strong models for long-term leadership, stewardship and financing.
- Esteemed, regionally diverse Executive Committee represents full array of sectors needed for shared leadership: federal, state, regional, tribes, municipal, advocacy, and research.
- Evolving models throughout the Pacific Northwest (notably Portland's Intertwine) and other regional efforts help to explore successful regional governance and finance.
- Work has the potential to provide a model for other regional initiatives nation-wide.

POTENTIAL NEAR-TERM ACTIONS

- These initiatives build on collaborations with partner organizations across the region.
- This approach supports regional-scale stewardship, opportunities for shared analysis, or specific demonstration projects that exhibit the value of approaching open space conservation across jurisdictions and organizations.
- ROSS partnering facilitates coalescing of isolated initiatives that will provide multiplier benefits.

WORK ELEMENT 4

ROSS DEVELOPMENT + ROLL-OUT

- By the time the project is ready for full ROSS development and roll-out, an unprecedented number of local and regional leaders, organizations, and individuals will be mobilized to catalyze ROSS implementation.
- WOSS visions, priorities and data will be well-vetted and co-owned by local leadership.
- ROSS development will employ model ecosystem services valuation that incorporate the full-spectrum of nature's benefits with the added lens to human health and equity.