



Central Coast Wild Steelhead Campaign

Trout Unlimited

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In November 2014, Trout Unlimited (TU) received a grant from the Nell Newman Foundation to strengthen and expand our California Central Coast Wild Steelhead Campaign. The goal of the campaign is to integrate all of TU's ongoing West Coast efforts to protect, reconnect, restore and sustain wild steelhead into the regional setting of the California Central Coast. Further, the campaign seeks to revitalize the steelhead culture and high quality wild steelhead fishing opportunities along the Central Coast by activating TU members to engage in hands-on restoration and advocacy, developing new partners, allies and members, and fostering stronger partnerships with farmers, ranchers, rural residential landowners, and local governments.

TU dedicates a full time staff person to this campaign, along with support from other senior level science, policy, water law and communications staff members.

The total award by the Nell Newman Foundation to TU in support of the Central Coast Steelhead Campaign was \$10,000. Over the period of the award, TU staff have written and been awarded over \$3,000,000 of restoration project grants and have successfully raised awareness of steelhead.

This final report describes the activities associated with this award and campaign and includes an assessment of how these activities achieved the goals and objectives described in the grant proposal.

This proposal has two parts, each of which is an important component of the campaign.

Part 1: Support for the Trout Unlimited Central Coast Wild Steelhead Campaign:

This portion of the proposal sought to build on the momentum of a Central Coast Steelhead Campaign commenced by TU four years ago. TU proposed to place additional emphasis on the geography south of Santa Cruz while continuing to support our work on the San Mateo Coast. The Campaign included both advocacy and physical habitat restoration efforts. Key activities during the period of October 2014 to May 2016 associated with the deliverables for this phase of the award include:

- TU staffing and leveraging regional and West Coast steelhead efforts to support the campaign:
 - Tim Frahm, TU Central Coast Steelhead Coordinator. TU hired Frahm in October 2012 as part of a two-year Fellowship Award from the Wyss Foundation. In October 2012, TU and Frahm negotiated a new contract so that he is now a full time TU employee, working specifically on managing the Central Coast Steelhead Campaign.
 - Official adoption of the Central Coast into the TU California Water Program. In 2015, TU expanded their nationally recognized California Coastal Water Program to include the Central Coast. This provided additional staff support including Matt Clifford (staff attorney), MaryAnn King (Water Program manager) and Jennelle Root Martel (Conservation Grant Assistant) to support the Central Coast effort.
 - Official adoption of the Central Coast into the TU Wild Steelhead Initiative, a multi-state effort to recovery populations of wild steelhead. This provided additional staff and communication support from TU's science and communications teams.
- Communication to the community and to TU members to support the campaign:

- Conservation reports provided by Frahm to the Steinbeck Country Chapter of Trout Unlimited (Central Coast chapter). These reports, written or orally communicated to the chapter Board or members, are provided every chapter meeting. This has resulted in the Chapter contributing cash match to grants being written by Frahm for steelhead habitat restoration projects.
- Oral presentations have been made at three “film festival” events (Santa Cruz, Monterey and San Luis Obispo) and at two events held at Patagonia stores in Santa Cruz. With these and other presentations TU is getting the Central Coast Steelhead campaign message out to primary target audiences (anglers and river conservation advocates).
- Written articles for the California TU quarterly report “The Drift”. Examples:
 - <http://us9.campaign-archive1.com/?u=bd814bf7f11a9de88555f97ce&id=efa9aad451&e=a4c4811148>
- Periodic Blogs for social media. Example:
 - <http://www.tu.org/blog-posts/california-water-project-update>
 - <http://www.tu.org/blog-posts/adios-san-clemente-dam>
- Restoration grants for Central Coast projects October 2014 thru April 2015. With the Foundation’s support Tim Frahm and other TU staff secured significant new funding for steelhead restoration on the Central Coast. Each of these grants required approximately 2 - 3 full weeks for project development and grant writing, as follows:
 - March 2015 – awarded a Calif. Dept. of Fish and Wildlife Fisheries Restoration Grant (FRGP) for a barrier removal project on the Big Sur River (Monterey County) – Frahm.
 - March 2015 – awarded FRGP grant for the design of a restoration project on Uvas Creek (Pajaro River watershed Santa Clara County) – Frahm.
 - March 2015 – awarded FRGP grant for the design of modification of a fish barrier/stream diversion in Pennington Creek (Chorro Creek, San Luis Obispo County) – Clifford.
 - March 2015 – wrote FRGP grant for the design / modification of a concrete barrier in Cachagua Creek (Carmel River, Monterey County) – awarded March 2016 – Frahm.
 - March 2015 – wrote FRGP grant for the design of a restoration project on Carnadero Creek (Pajaro River, Santa Clara County) – awarded March 2016 – Frahm.

- March 2015 – wrote Conservation Partnership Grant to the Santa Clara Valley Water District to support work in Uvas Creek (Pajaro River, Santa Clara County) – awarded June 2015 – Frahm.
 - June 2015 – wrote FRGP for a State Parks water conservation, diversion barrier project in Peters Creek (Pescadero Creek) – awarded March 2016 – Clifford and Frahm.
 - June 2015 – partnered in writing a California Wildlife Conservation Board Prop 1 In-stream flow project for Soquel Creek with Santa Cruz RCD (Santa Cruz County) – awarded - Clifford and Frahm.
 - Dec 2015 – wrote California Coastal Conservancy Prop. 1 grant for a farm/fish in-stream flow improvement project in San Gregorio Creek (San Mateo County) – awarded March 2016 – Frahm.
 - Ongoing project funding development for Little Arthur Residential Tank (in-stream flow improvement project) (Pajaro River, Santa Clara County) – Clifford.
- Investigate new projects. Each of these efforts is focused on high priority Department of Fish and Wildlife, National Marine Fisheries Service or local watershed priorities for recovery of steelhead. Investment of time and effort varied by project, but an estimated 2-3 weeks of effort was invested for each project. These efforts have or will lead to new grant submittals for design and or construction of habitat improvement projects.
 - Carmel River
 - Develop landowner support for a project to modify all barriers in the Potrero Creek watershed (tributary to Carmel). Full funding support from Coastal Conservancy staff to be heard May 2016. Project to commence June 2016.
 - Develop landowner support for modification to the #1 priority tributary barrier in the Carmel river system on San Clemente Creek. Landowner is privately funding design.
 - Participate as a team partner in the acquisition of a parcel of land along the Carmel River which will result in the “re-wilding” of two golf courses and the dedication of approximately 300 acre feet/year of water back to the river.
 - Arroyo Seco River (tributary to the Salinas River, Monterey County)
 - Clark Colony diversion: working with farmers with existing diversion rights to approx. 11,000 acre feet of water/year from the Arroyo Seco. Project will design fish screens, head-gate improvements, fish passage improvements and reduce diversion rates and reduce diversion amounts.

- Millers Lodge: working with landowner to modify or remove the #1 priority barrier in the Arroyo Seco.
 - Big Sur River
 - Juan Higuera Creek: working with the landowner to modify or remove an existing barrier to fish migration which currently eliminates all migration into this tributary stream.
 - Pescadero Creek and San Gregorio Creek
 - Working on several more farm/fish projects which will improve summer flows.
- Additional advocacy and partnerships:
 - Provided input, comments and recommendations to NMFS re; South Central Coast Steelhead Recovery Plan
 - Provided input, comments and recommendations to NMFS re; Multi Species (coho, steelhead north of Santa Cruz) Recovery Plan
 - Salinas River lagoon management – working as part of a multi-disciplinary team to improve conditions (including sand bar management for migration and water quality for rearing) for steelhead in the Salinas lagoon
 - Salinas River flow management
 - Pescadero Creek lagoon management
 - Engagement and consulting or project contracts with 4 different Resource Conservation Districts (San Mateo, Santa Cruz, Monterey and Upper Los Tables RCDs)
 - Engagement with four county Farm Bureaus (San Mateo, Santa Cruz, Monterey, Santa Clara)
 - Engagement with three different regional land trusts (Peninsula Open Space Trust, Santa Lucia Conservancy, Big Sur Land Trust)
 - Engagement with State Parks and Open Space Park Districts in several counties

Part 2: Support for a Trout Unlimited series of videos and video postcards about the steelhead creeks and rivers of the Central Coast:

Our proposal also intended to use Newman Foundation grant support to continue to build momentum for our campaign by delivering our message through visual media channels, and developing enthusiasm for the fish and the streams through videos and photos. Because we were able to elevate the Central Coast into the TU West Coast Wild Steelhead Initiative effort, we have been able to engage Joshua Duplechian / TU Senior Producer, videographer and Sam Davidson, State Communication Director to work with Matt Clifford and Tim Frahm to support this portion of the proposal. Key Activities during the period of October 2014 to May 2016 associated with the deliverables for this phase of the award include:

- High quality videos of projects and the associated creek environs in Little Arthur (Pajaro River) and Pescadero Creek. These videos highlighted restoration projects managed by Matt Clifford and Tim Frahm and include interviews with the landowners and discussions about the associated streams and stream flow improvements. These videos have been completed in the field and are in final production/editing.
- As part of the Wild Steelhead Initiative, our Central Coast campaign has also been highlighted in another video under production which introduces the viewer to Pescadero Creek and in it, Tim Frahm discusses the importance of “conservation anglers” here on the Central Coast.
- Another video is being scoped out which will include multiple creeks and rivers of the Central Coast. That video is being planned for later this year.
- All of these videos will be linked to the TU National Website and the various TU social media
- Tim Frahm created Power Point presentations and made appearances before groups like the Salinas Valley Fly Casters and the Palo Alto Fly Casters which introduced the audience to the diversity of streams on the Central Coast.

Trout Unlimited’s pragmatic, collaborative approach to cold water fish conservation depends heavily on support from partners, both for on-the-ground project success and for funding. Our work under the Nell Newman Foundation grant reported here has enabled us to make significant gains in habitat restoration and quality, enhancement of streamflows, and helping to connect the public to the resource. We are grateful for the Foundation’s support and, given our success thus far, remain strongly optimistic about continued progress in our Central Coast Steelhead campaign.