

---

**From:** Jim Milbury - NOAA Federal <jim.milbury@noaa.gov>  
**Sent:** Wednesday, May 29, 2019 10:52 AM  
**To:** Maria Rea - NOAA Federal  
**Cc:** Howard Brown - NOAA Federal; Garwin Yip; Ruth Howell - NOAA Federal; Hannah Mellman - NOAA Federal; Cathy Marcinkevage  
**Subject:** Re: Follow up on Effects Analysis Communications  
**Attachments:** NMFS note to reviewer.v1.mr.jcm.docx

Maria,  
Here are my comments and combined 2 cents.

**Jim Milbury**  
*Public Affairs Officer*  
*NOAA Fisheries West Coast Region*  
*501 W. Ocean Blvd./Suite 4200*  
*Long Beach, CA 90802*  
Office:562-980-4006  
Mobile: 310-245-7114  
[jim.milbury@noaa.gov](mailto:jim.milbury@noaa.gov)



**NOAA FISHERIES**

**Find us online**

[www.westcoast.fisheries.noaa.gov](http://www.westcoast.fisheries.noaa.gov)

On Tue, May 28, 2019 at 10:33 PM Maria Rea - NOAA Federal <[maria.rea@noaa.gov](mailto:maria.rea@noaa.gov)> wrote:

Hi All,

I spent about 30 minutes on this tonight based on Cathy, Jim, and Howard's work, and came up with this draft WORD doc we can start to work from. We will need to share this with Reclamation in draft by Thursday morning. So if you get edits to me by 1 pm tomorrow, I'll turn something around by Thursday morning to share with Directors and for you to start sharing with the federal public affairs team. I realize this will still need more formal clearance time in our chain, but our deadlines seem to be in hour long increments in the middle of the night at this point.

cc'ing Barry so he can see the general approach coming, and weigh in now if he chooses.

Thank you for all your help!  
- Maria

Maria Rea  
Assistant Regional Administrator, California Central Valley Office  
NOAA Fisheries West Coast Region  
650 Capitol Mall, Suite 5-100  
Sacramento, CA 95814  
(916) 930-3600  
[Maria.Rea@noaa.gov](mailto:Maria.Rea@noaa.gov)



**Find us online**

[www.westcoast.fisheries.noaa.gov](http://www.westcoast.fisheries.noaa.gov)



On Tue, May 28, 2019 at 3:26 PM Howard Brown - NOAA Federal <[howard.brown@noaa.gov](mailto:howard.brown@noaa.gov)> wrote:  
Hannah and Jim,

Thanks for getting these points together. We could also use some help developing the communications for another emerging part of the peer review related to developing performance metrics for the proposed action. We are working with Reclamation to develop performance metrics to address loss of juvenile fish at the export facilities and water temperature management, as well as egg and egg to fry survival in the upper Sacramento River below Keswick and Shasta and want to write a note to peer reviewers that we are working on such measures and also possibly ask them if they have any suggestions for principles or approaches for developing such metrics.

Here is the basic approach to what we could use some support in messaging:

"The Draft NMFS Effects Analysis identified concerns related to salvage and loss of juvenile salmon and steelhead at the State and Federal export facilities and we are in the process of developing performance metrics to reduce or maintain salvage and loss levels to levels that occurred over the past 10 years, since the issuance of the 2009 NMFS BiOp. Similarly, we the Draft Effects Analysis identified concerns related to the the Shasta Cold Water Management Plan related to the frequency that Management Tiers will be met and effects on Temperature Dependent Egg Mortality. We are in the process of developing performance metrics to address these concerns. At this point, it is not possible to enumerate the metrics and we welcome suggestions on principles or approaches for developing and applying metrics in the Biop and during project implementation."

We would be more than happy to hold call with you on Wednesday to discuss this. We are hoping to have some messaging prepared for a director level discussion this Thursday afternoon, so any help would be greatly appreciated!  
Howard

----- Forwarded message -----

From: **Jim Milbury - NOAA Federal** <[jim.milbury@noaa.gov](mailto:jim.milbury@noaa.gov)>  
Date: Wed, May 22, 2019 at 4:42 PM  
Subject: Follow up on Effects Analysis Communications

To: Maria Rea <[maria.rea@noaa.gov](mailto:maria.rea@noaa.gov)>

Cc: Howard Brown <[howard.brown@noaa.gov](mailto:howard.brown@noaa.gov)>, Cathy Marcinkevage - NOAA Federal <[cathy.marcinkevage@noaa.gov](mailto:cathy.marcinkevage@noaa.gov)>

Hi, Maria.

The communications folks at (BOR, USFWS and myself) just finished up on another phone call to discuss the upcoming effects analysis release on June 3. One question that came up was what to do if the document was requested from us by news media after it is given our for peer review? It seems appropriate that we would make the analyses available upon request from a media outlet. I would rather give them the document straightaway rather than them going through a third party. And it seems consistent that we (NMFS) would be the ones giving it out and not BOR.

Also, there was some discussion about who the spokesperson would be for the effects analyses. During our previous call I believe you decided I should do it to keep the CVO out of the line of fire, so to speak. Just would like to make sure you still want me to fill that role.

Finally, there is some interest about how we will eventually roll out the BiOp. The comms folks liked the idea of having everyone together from the different agencies to make the announcement and answer questions. I think there is interest in having the briefing with congressionals, stakeholders, and then news media. That's a lot of briefings, and I don't know how you feel about that, so please let me know. Is it also too soon to know who our spokesperson will be? I imagine it will be you, but could it be Barry?

I know many of these questions are a bit premature, but just want to get your input early on. Thanks, and talk with you soon,

Best,  
Jim

**Jim Milbury**  
*Public Affairs Officer*  
NOAA Fisheries West Coast Region  
501 W. Ocean Blvd./Suite 4200  
Long Beach, CA 90802  
Office: 562-980-4006  
Mobile: 310-245-7114  
[jim.milbury@noaa.gov](mailto:jim.milbury@noaa.gov)



Find us online

[www.westcoast.fisheries.noaa.gov](http://www.westcoast.fisheries.noaa.gov)

-

--

**Howard L. Brown**  
*Policy Advisor*  
NOAA Fisheries, West Coast Region  
U.S. Department of Commerce  
(916) 930-3608

[Howard.Brown@noaa.gov](mailto:Howard.Brown@noaa.gov)



[www.westcoast.fisheries.noaa.gov](http://www.westcoast.fisheries.noaa.gov)