



COLUMBIA ESTUARY
ECOSYSTEM RESTORATION PROGRAM



Launching the CEERP Website: Information Access for Science and Practice

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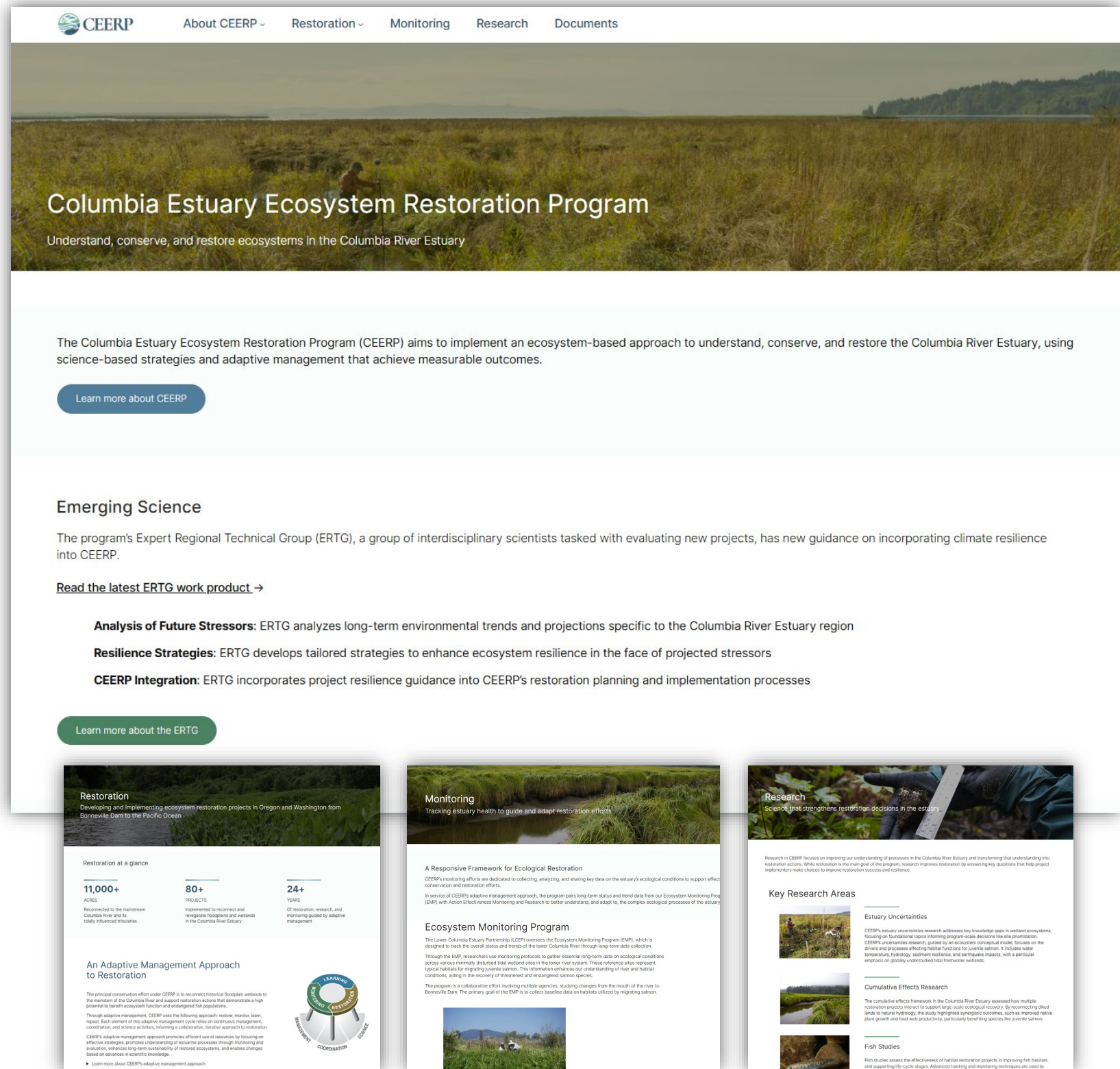


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We launched a CEERP website!



The Value of Communications

The CEERP website is a central hub to host and share information from 20+ years of program impact

Goals



Increase public visibility and enhance transparency through accessible communications content



Improve access to program information, data, findings, and impact



Establish cohesive messaging, voice, and identity for CEERP

Intended Outcomes



- **Increase awareness**
- **Encourage engagement and collaboration**

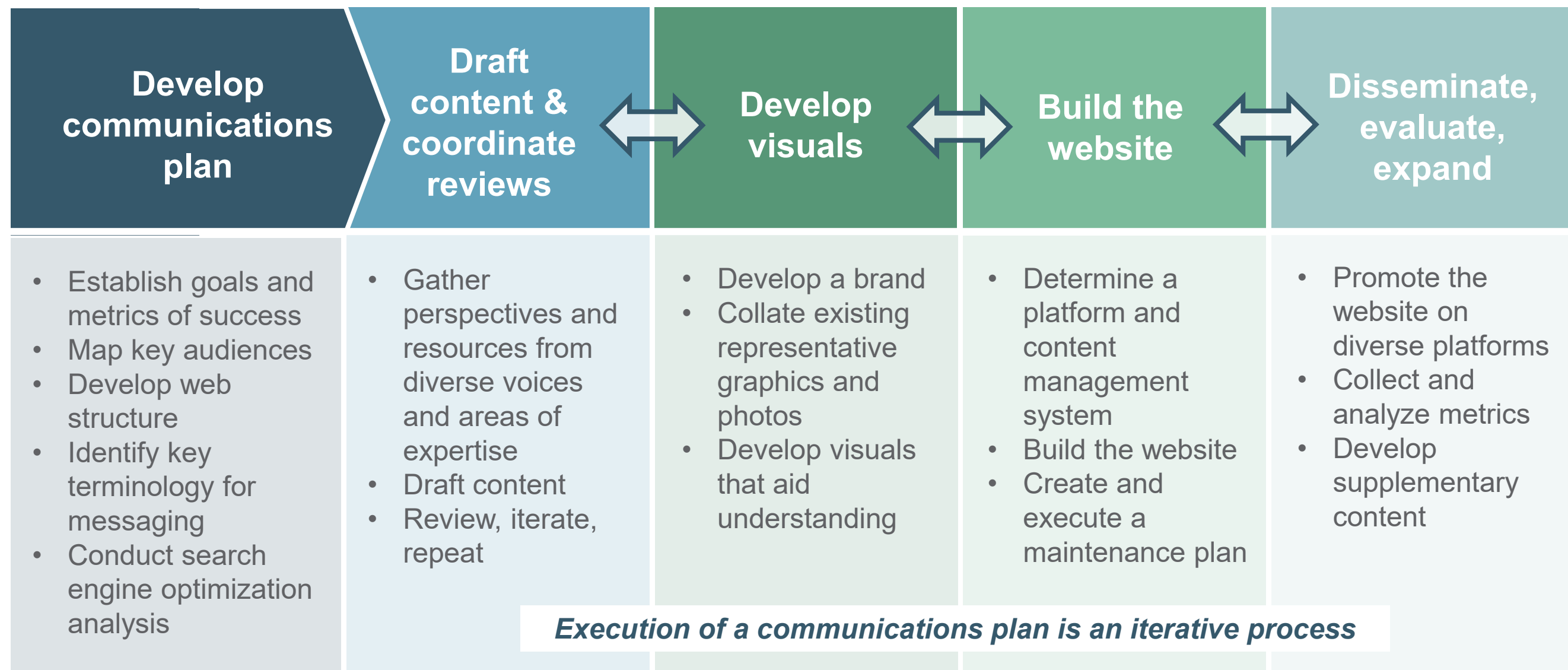


- **Establish an archive of program outputs**
- **Provide a trusted resource for numerous audiences**



- **Bolster program impact**

The website development process

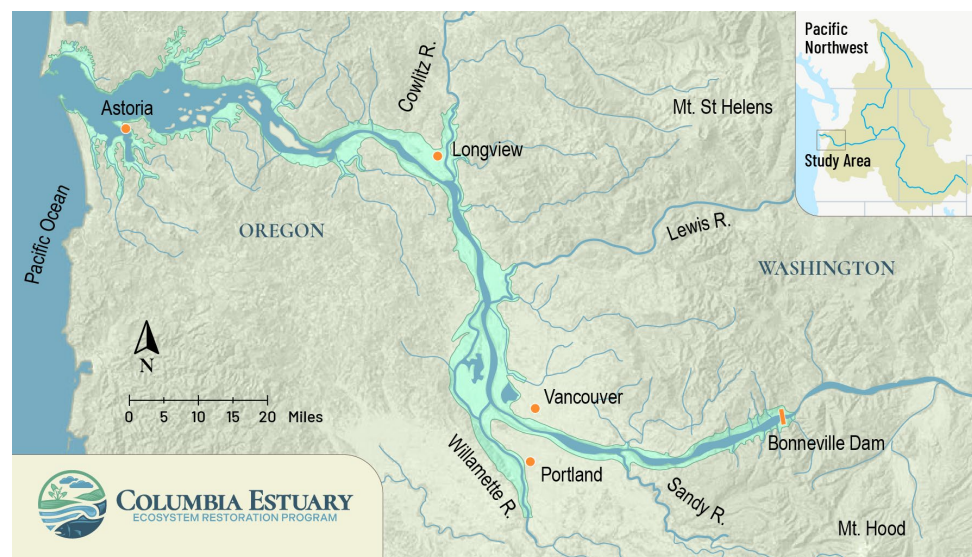




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The CEERP Brand

A recognizable, well-defined brand creates a lasting identity, helps build trust, and supports continuity of content over time.





Columbia Estuary Ecosystem Restoration Program

Understand, conserve, and restore ecosystems in the Columbia River Estuary

The Columbia Estuary Ecosystem Restoration Program (CEERP) aims to implement an ecosystem-based approach to understand, conserve, and restore the Columbia River Estuary, using science-based strategies and adaptive management to achieve measurable outcomes.

[Learn more about CEERP](#)

Emerging Science

The program's Expert Regional Technical Group (ERTG), a group of interdisciplinary scientists tasked with evaluating proposed projects, has new guidance on incorporating climate resilience into CEERP.

[Read the latest ERTG work product →](#)

Analysis of Future Stressors: ERTG considers long-term environmental trends and projections specific to the Columbia River Estuary region.

Resilience Strategies: ERTG develops strategies to enhance ecosystem resilience in the face of projected stressors.

CEERP Integration: ERTG incorporates project resilience guidance into CEERP's restoration planning and implementation processes.

[Learn more about the ERTG](#)

Ecosystem Restoration

Restoring estuary habitat can be complex. CEERP's restoration partners are well versed in designing and implementing projects that benefit the estuary and broader ecosystem.



Next Steps

- ✓ Phase 1: Internally launch the initial website to the CEERP community of practice
- Gather feedback – we want to hear from you!
- Phase 2: build out the website
 - Restoration project gallery
 - Research subpages
 - History of CEERP
 - New features on documents page
- Formal launch in October!
 - Disseminate, evaluate, expand



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Thank You

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