



September 16, 2015

**TO:** Flood Authority Members  
**FROM:** Scott Boettcher, Staff  
**SUBJECT:** Outreach and Education Committee Update

The purpose of this memo is to update Flood Authority members following the 9/15/2015 meeting (conference call) of the Flood Authority's Outreach and Education Committee. We will discuss the topics described below at our 9/17/2015 meeting in Chehalis. Feel free to call or email if you have questions (360/480-6600, [scottb@sbgh-partners.com](mailto:scottb@sbgh-partners.com)).

## A. Story Maps

Committee discussed and reviewed new DRAFT story map regarding the Flood Authority's Chehalis River Basin Flood Warning System. Highlights of the Committee's discussion included:

1. Flood Warning System story map would be strengthened if, like the Farm Pads story map, there were testimonials (audio, visual). Testimonials provide tangible testament to the investment value of the particular flood solution being profiled through the story map. Scott will reach out to secure testimonials for the next iteration of the Flood Warning System story.
2. Flood Warning System should be a primary "go-to" resource for Basin residents and businesses to track flood likelihood. Is there an "app" (either already available or easily developed) that could be made available for download to phones, tablets, etc.? An "app" would improve ease of access to the Flood Warning System, especially for those using mobile devices (increasingly more and more people). Scott will contact Dave Curtis as will research this.
3. Story map access icon. Scott has developed and placed on the Flood Authority's website the following clickable icon as a front-door access point for the Flood Authority's "Chehalis Basin Flood Stories" and as a way of conveying the themes of "neighborliness," "working together," "resiliency" and "results" that the Committee and Flood Authority have previously discussed:



## B. Summer Fairs

Highlights from the Committee's debrief of the two Summer Fairs (Grays Harbor County Fair from 8/05-09/2015 and Southwest Washington Fair from 8/20-23/2015) included:



1. Strengths:
  - Booth placement (visible and placed next to high traffic neighbors)
  - Posters (clear, drew people in)
  - Computer with strong visuals (scrolling photos of flood devastation)
2. Improve:
  - Booth coverage (people tend to stop and look/learn more often when there is a person in the booth)
  - Booth draw (beyond the subject matter and the welcoming presence of Flood Authority members, candy or some form of "giveaways" can help to draw people in)
3. Consider for Next Year:
  - Partnering with DEMs (combine resources)
  - Large computer screen to display websites, story maps, etc.

**Note:** Posters and booth resources/materials can be viewed here -  
- [https://www.ezview.wa.gov/site/alias\\_1492/34490/outreach\\_education.aspx](https://www.ezview.wa.gov/site/alias_1492/34490/outreach_education.aspx)

## C. Gage Alerts

Highlights of the Committee's discussion included:

1. Email gage alerts are an additional tool to provide citizens and businesses with rising flood water information that is accurate and of immediate importance/relevance. In addition to sending an announcement out through Pat Anderson's email distribution list that people can sign-up for and to receive email gage alerts, the Committee thought the following would also be good distribution options:
  - Chehalis Basin Strategy (Programmatic EIS) Distribution List
  - Newspapers (broad readership in Basin):
    - i. Daily World -- <http://thedailyworld.com/>
    - ii. Chronicle -- <http://www.chronline.com/>
    - iii. Vidette -- <http://thevidette.com/>
    - iv. Olympian -- <http://www.theolympian.com/>
    - v. Tenino Independent -- <http://devaulpublishing.com/Tenino%20Rochester/index.html>
    - vi. Business to Business -- <http://www.devaulpublishing.com/>
  - Radio (broad listenership in Basin):
    - i. Jodesha Broadcasting -- [http://www.jodesha.com/Home\\_Page.html](http://www.jodesha.com/Home_Page.html)
      - o Aberdeen -- KBKW -- <http://kbkw.com/>
    - ii. Aberdeen -- KXRO -- <http://www.kxro.com/>
    - iii. Centralia -- KITI -- <http://www.live95.com/>
    - iv. Centralia -- KELA -- <http://www.kelaam.com/>
    - v. Chehalis -- KACS -- <http://www.kacs.org/>



- Emergency Management Organizations:
  - i. Lewis County -- <http://lewiscountywa.gov/about-emergency-management>
  - ii. Grays Harbor County -- <http://www.co.grays-harbor.wa.us/info/DEM/Index.asp>
  - iii. Centralia -- <http://www.cityofcentralia.com/SectionIndex.asp?SectionID=43>
  - iv. Thurston County -- <http://www.co.thurston.wa.us/em/>
- 2. Draft email from last year (that will similarly be used this year) can be accessed here - [https://www.ezview.wa.gov/Portals/\\_1492/images/Email%20Gage%20Alerts.pdf](https://www.ezview.wa.gov/Portals/_1492/images/Email%20Gage%20Alerts.pdf)

#### D. Outreach

Highlights of the Committee's discussion included:

1. Last outreach/education presentation was the City of Aberdeen on 8/26/2015.
2. Future prospective outreach opportunities include City of Hoquiam (later in November/December 2015).
3. Might be a good time (with start of new funding, next round of projects and more focused implementation of the Basin Strategy) to revisit and update the standard outreach presentation (and do so in coordination with communication resources secured to support implementation of the Basin Strategy). Maybe standard outreach/education presentation could be a story map? Scott will discuss with Jim Kramer.

#### E. Also

Committee also discussed:

1. Having Scott prepare a simple one-pager that can be handed out at Council and Commission meetings, placed on front counters, included in mailings, etc. The one-pager would identify key resources, like the Flood Warning System.
2. Having Scott research the cost/value of developing business-card sized refrigerator magnets that could also be used as a means of advertising key resources, like the Flood Warning System.