



March 16, 2016

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

The purpose of this memo is to update Flood Authority members on the Community Outreach & Education Committee's focus for the upcoming year (2016). This topic will be discussed at our 3/17/2016 Flood Authority meeting. Please feel free to call or email if you have questions (i.e., 360/480-6600, [scottb@sbgh-partners.com](mailto:scottb@sbgh-partners.com)).

#### **A. Background**

Outreach & Education Committee held conference call 3/15/2016. Purpose of the call was to reacquaint and orient members to the scope and charge of the Outreach & Education Committee, as well to set the stage for development of a 2016 Workplan. Next steps below are the product of the Outreach Committee's call.

#### **B. Next Steps**

- A. "Citizen Awareness" is the theme for the upcoming year.** In past years the Outreach Committee has largely targeted its outreach efforts on Basin governments. In the upcoming year, in addition to Fairs (GHC Fair, SW WA Fair), the Outreach Committee will identify other venues, materials, methods, etc., that can serve to reach general citizens of the Basin. "Citizen Awareness" as a theme or campaign resonated strongly with Committee members.
- B. "Social Media Use" should be enhanced.** Committee members identified social media as a powerful tool and one which is presently underutilized by the Flood Authority. Social media could be instrumental to raising citizen awareness of flooding, flood hazard reduction solutions, and past/present efforts. Social media approaches that could be efficient to implement include using others' social media channels. Doing so alleviates the need to compete for attention with other social media channels as well the need to signing-on to a longer term social media management and administration commitment.
- C. "Need to Partner" with Departments of Emergency Management.** DEMs (Departments of Emergency Management) have similar needs as the Flood Authority when it comes to flooding – raising awareness, increasing preparedness. DEMs also in many cases have established outreach and social media channels (e.g., "code red" in Lewis County). Partnering with DEMs to use those channels, to prepare and staff



booths at Fairs and other events, to combine messages and material on publications, presentations, mailers, etc. could be very helpful in better reaching citizens and raising citizen awareness.

- D. "Combining Resources" for greater effectiveness.** The larger Chehalis Basin Strategy effort is using to [Envirolssues](#) help with communications and outreach across the Basin. While this is predominately from the standpoint of the overall strategy, programmatic EIS and habitat effort, there is value in coordinating and collaborating to ensure consistency of message, efficient coverage of outreach events and opportunities, coordinated alignment of activities and the timing of activities, etc. In addition, Envirolssues could bring a fresh perspective and set of eyes to the Outreach Committee's efforts, activities, and ideas.
- E. "Proposed Workplan" for full Flood Authority Review in April.** Outreach Committee will use time between March and April Flood Authority meetings to develop a proposed 2016 Workplan for discussion and adoption at the April Flood Authority meeting (4/21/2016). Workplan will focus on citizen awareness, partnering with DEMs, and coordinating/collaborating for greater efficiency and effectiveness.
- F. "Scott Boettcher (Flood Authority) and Hannah Litzenberger (Envirolssues) will meet 3/22/2016" to begin development of a DRAFT Workplan.** For starters, the DRAFT Workplan will cover/draw from/consider/etc. the following:
- 1. Communications Events and Strategy prepared by Envirolssues.**
    - See attachments 1 and 2.
  - 2. Upcoming fairs:**
    - GHC Fair -- <http://www.ghcfairgrounds.com/>
    - SW WA Fair -- <http://southwestwashingtonfair.net/>
    - Need for more interactive methods/techniques to get peoples' attention, draw them into booth and engage them in conversation (e.g., "pin your location on the map").
  - 3. Materials from last year's fairs:**
    - Click [here](#) for Chehalis Basin 2007 Inundation (poster).
    - Click [here](#) for Local Capital Construction Projects -- 2012-15 (poster).
    - Click [here](#) for Local Capital Construction Projects -- 2015-17 (poster).
    - Click [here](#) for Farm Pads -- 2012-15 (poster).
    - Click [here](#) for Flood Warning System (poster).
    - Click [here](#) for Chehalis Basin Strategy (handout).
    - Click [here](#) for 2015-17 State Capital Budget (handout).
    - Click [here](#) for Farm Pads & Evacuation Routes Story (web story).
    - Click [here](#) for 2007 Flood Pictures (computer display)



**4. Notes from last year's fairs:**

- See "B" here [https://www.ezview.wa.gov/Portals/\\_1492/images/Agenda%20Item%209%20--%20Outreach.pdf](https://www.ezview.wa.gov/Portals/_1492/images/Agenda%20Item%209%20--%20Outreach.pdf)

**5. Workplan:**

- See last year's workplan here -  
- [https://www.ezview.wa.gov/Portals/\\_1492/images/Outreach%20Committee%20Work%20Plan%2003182015\(2\).pdf](https://www.ezview.wa.gov/Portals/_1492/images/Outreach%20Committee%20Work%20Plan%2003182015(2).pdf)

**6. Outreach PPT:**

- Here is Flood Authority "standard" outreach presentation (last given in Aberdeen in August 2015) -  
- [https://www.ezview.wa.gov/Portals/\\_1492/images/Outreach%20Presentation%20\(Aberdeen\)%2008262015.pdf](https://www.ezview.wa.gov/Portals/_1492/images/Outreach%20Presentation%20(Aberdeen)%2008262015.pdf)
- Here is new presentation in light of larger basin effort (Hannah) -  
- <https://www.ezview.wa.gov/DesktopModules/Documents2/View.aspx?tabID=28124&alias=1492&mid=67651&ItemID=3873>
- Here is corresponding script (Hannah) -  
- <https://www.ezview.wa.gov/DesktopModules/Documents2/View.aspx?tabID=28124&alias=1492&mid=67651&ItemID=3874>

**7. Project signs:**

- Flood Authority and Local Project Sponsors have placed in the past month several project signs, with another half dozen or so poised to go up next month.  
See <https://www.ezview.wa.gov/DesktopModules/Pictures/PictureView.aspx?tabID=0&alias=1492&ItemID=594&mid=68309&wversion=Staging>. This can serve to help increase "Citizen Awareness."

# **Attachment 1**

## Chehalis Basin Strategy

Proposed Outreach Event Calendar – 2/19/2016

	What	Intended outreach audience, information focus	Location	When
<b>Top 6 recommended events</b>				
1	Horns & Hooks Grays Harbor Outdoor Days	Basin-wide outreach; General education, flood proofing and habitat restoration focus Fisherman, landowners, outdoor enthusiasts	Grays Harbor County Fair Grounds, Elma	April 30 – May 1, 2016
2	Lewis County Spring Youth Fair <i>Support if other organization staffing</i>	Basin-wide outreach: Farmers, youth, landowners, habitat restoration focus	Southwest Washington Fair Grounds, Chehalis	April 29 – May 1, 2016
3	Swede Day	Rochester, Grand Mound area: Landowners, general education, flood proofing and habitat restoration focus	Rochester	June 18, 2016
4	Southwest Washington Fair: <i>Support if other organization staffing</i>	Basin-wide outreach; General education, flood proofing and habitat restoration focus	Southwest Washington Fair Grounds, Chehalis	August 16 – 21, 2016
5	Zucchini Festival	Oakville area outreach: Landowners, general education, flood proofing and habitat restoration focus	Oakville	September
6	Chehalis Watershed Festival	Basin-wide outreach: General education, landowners, habitat restoration focus	Aberdeen	Mid-October
7	Onalaska Apple Harvest Festival	Newaukum area landowners: habitat restoration focus	Onalaska	Early October
<b>2<sup>nd</sup> order priority recommended events</b>				
	City of Centralia's Summerfest	Basin-wide outreach; General education, flood proofing and habitat restoration focus	Centralia	July 4, 2016
	Bear Festival	Satsop, Elma, McCleary area residents/landowner; flood proofing and habitat restoration focus	McCleary	July 8 – 10, 2016
	West Coast Pullers & Tractors Association	Basin-wide outreach: Farmers, landowners, general education, flood proofing and habitat restoration focus	Grays Harbor County Fair Grounds, Elma	July 9 – 10, 2016
	ChehalisFest	Basin-wide outreach: General education, landowners, habitat restoration focus	Chehalis	July 25 – July 26, 2016

## Chehalis Basin Strategy

Proposed Outreach Event Calendar – 2/19/2016

	What	Intended outreach audience, information focus	Location	When
	Grays Harbor County Fair	Basin-wide outreach; General education, flood proofing and habitat restoration focus	Grays Harbor County Fair Grounds, Elma	August 10 – 14, 2016
	Chehalis Garlic Fest & Craft Show	Basin-wide outreach: General education, landowners, habitat restoration focus	Chehalis	August 26 – 28, 2016
	Lake Sylvia State Park Fall Festival and Artist Market	Montesano, western basin area outreach: Farmers, landowners, general education, flood proofing and habitat restoration focus	Lake Sylvia	Mid-September
	Montesano Salmon Feed and Potluck	Montesano, western basin area outreach: Farmers, landowners, general education, flood proofing and habitat restoration focus	Montesano	October 10, 2016
<b>Ongoing events</b>				
	Rochester/Grand Mound Farmers Market	Rochester, Grand Mound area: Landowners, general education, flood proofing and habitat restoration focus	Rochester	June through October
	Chehalis Community Farmers Market	Centralia area residents; flood proofing focus	Chehalis	Tuesdays, June through October
	Greater Lewis County Community Farmers Market	Chehalis area residents; flood proofing focus	Chehalis	June 7 – October 25, 2016

# **Attachment 2**

**Chehalis Basin Strategy – 2016 Outreach Strategy**  
**2/19/2016**

	Communications Focus	Key Stakeholders	Key Stakeholders
Spring (April – June)	<ul style="list-style-type: none"> <li>• What we’ve heard from landowners</li> <li>• General strategy info</li> </ul>	<ul style="list-style-type: none"> <li>• River-side landowners</li> <li>• Floodplain landowners</li> </ul>	<ul style="list-style-type: none"> <li>• Working with CD et al to tailor conservation messaging based on FG results</li> <li>• Train the speakers</li> <li>• Information booth (see below)</li> <li>• Targeted organization presentations (see below)</li> <li>• Targeted outreach via fairs &amp; festivals:               <ul style="list-style-type: none"> <li>○ Horns &amp; Hooks Grays Harbor Outdoor Days</li> <li>○ Lewis County Spring Youth Fair</li> <li>○ Swede Day</li> </ul> </li> </ul>
Summer (June – September)	<ul style="list-style-type: none"> <li>• What will be in the EIS (post-scoping)</li> <li>• EIS alternatives, including restorative flood protection alternative</li> <li>• General strategy info</li> <li>• Voluntary conservation activities</li> <li>• Voluntary flood damage reduction activities</li> </ul>	<ul style="list-style-type: none"> <li>• River-side landowners</li> <li>• Floodplain landowners</li> <li>• General public</li> </ul>	<ul style="list-style-type: none"> <li>• Information booth (see below)</li> <li>• Targeted organization presentations (see below)</li> <li>• Targeted outreach via fairs &amp; festivals:               <ul style="list-style-type: none"> <li>○ Southwest Washington Fair</li> <li>○ Zucchini Festival</li> </ul> </li> </ul>
Fall (September – November)	<ul style="list-style-type: none"> <li>• EIS findings</li> </ul>	<ul style="list-style-type: none"> <li>• River-side landowners</li> <li>• Floodplain landowners</li> <li>• General public</li> </ul>	<ul style="list-style-type: none"> <li>• Habitat conservation and flood damage reduction surveys</li> <li>• Information booth (see below)</li> <li>• Targeted organization presentations (see below)</li> <li>• Targeted outreach via fairs &amp; festivals:               <ul style="list-style-type: none"> <li>○ Chehalis Watershed Festival</li> <li>○ Onalaska Apple Harvest Festival</li> </ul> </li> </ul>

**Chehalis Basin Strategy – 2016 Outreach Strategy**  
**2/19/2016**

**Suggested groups for presentations**

*List will be updated as needed, if other groups suggested through during outreach activities.*

**Suggested presenter: Ecology/DFW**

- Chehalis River Council
- Chehalis River Basin Land Trust
- Lewis County Beekeeper's Association
- Grays Harbor College - Natural Resources Club (Requested at Onalaska Apple Festival)
- Onalaska Association for Sustainable Community
- Chehalis Basin Fisheries Task Force
- Wild Fish Conservancy
- Grays Harbor Poggie Fishing and Hunting Club
- Newaukum River Retriever Club
- Washington Coast Sustainable Salmon Partnership
- Capitol Land Trust
- Chehalis Basin Education Consortium
- Grays Harbor Audubon Chapter
- Creekside Conservancy

**Suggested presenter: Jim Kramer or other key representative**

- Rotary Club of Chehalis
- Boistfort Lions Club
- Community Spaghetti Dinner - Oakville
- FFA: Centralia, Chehalis, Elma, Onalaska
- Haven Homestead (Lindsay Hodge - Requested at Onalaska Apple Festival, Newaukum landowner)
- Chehalis Foundation
- Lewis County Farm Bureau
- Grays Harbor/Pacific County Farm Bureau
- Centralia-Chehalis Chamber of Commerce
- Thurston County Farm Bureau
- Onalaska Alliance
- Grays Harbor Chamber of Commerce
- Twin Cities Rotary Club
- Farm/feed stores that provide talks (e.g. Montesano Farm & Home)

**Suggested locations for standing displays/looped presentation**

- Westport Aquarium
- YMCA of Grays Harbor
- King Agricultural Museum (Centralia)
- Chehalis Tribe Youth Center
- Centralia College
- Grays Harbor College
- City/town halls
- Centralia Recreation Complex
- Elma Visitor Station
- Feed/farm stores (Montesano Farm & Home, Del's Feed and Farm Supply, Chehalis Farm Store, Western Farm Supply)