

# 2024 Mid-Year Communications Update

Chehalis Basin Strategy



# Our Overarching Goals

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1. Create a **shared understanding of what the Strategy is, what its process looks like**, and the options under consideration—including understanding of the complexity of decision-making, challenges, and what's at stake as it relates to the Strategy.
2. Increase **resident engagement in and utilization of Strategy programs** and resources.
3. Ensure the Strategy's long-term flood planning process receives **diverse and inclusive feedback** from across the Basin.
4. Ensure continued **visibility for successful, on-the-ground impact**, to foster buy-in for the Strategy and ongoing investments in its continued success.

# Priority Audiences & Goals

Audience	Communications Goal	How We Reach Them
<b>Basin residents and landowners</b>	Make it easy for residents to find information about how the Strategy currently benefits them, and how they can get involved / access resources.	<ul style="list-style-type: none"><li>• Email newsletter</li><li>• Social media posts and ads</li><li>• Local media coverage</li><li>• Webinars</li></ul>
<b>Decision-makers</b>	Clearly and concisely demonstrate the Strategy's impact and importance — locally, regionally, and statewide.	<ul style="list-style-type: none"><li>• Direct outreach</li><li>• Briefings</li><li>• Media coverage</li><li>• Site tours</li></ul>
<b>Strategy partners</b>	Connect partners to relevant resources and up-to-date information about the Strategy that streamline and simplify their efforts.	<ul style="list-style-type: none"><li>• Email newsletter</li><li>• Partner's toolkit</li><li>• Partner syncs &amp; briefings</li></ul>

# Communications Highlights January – June 2024



# How people engage with the Chehalis Basin Strategy



# By the Numbers (Jan. – June 2024)

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- **10 articles** mentioning Chehalis Basin Strategy projects and activities, including 2 articles about project success stories
- **272,435** impressions on Facebook and Instagram, including paid social media placements
- **2,511** impressions on X (Twitter)
- **1,417** newsletter subscribers (2.2% increase since last June)
- **3,898** opened newsletters
- **15,939** visits to Chehalis Basin Strategy website (40% increase)

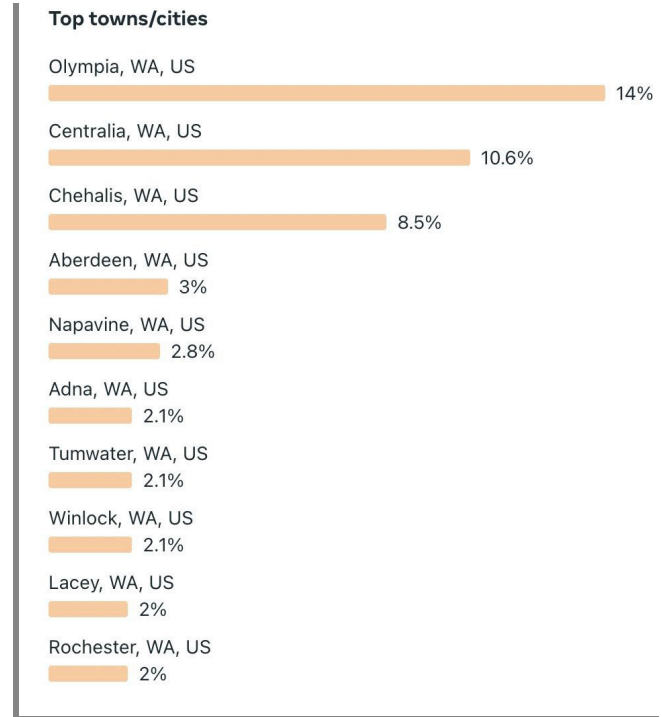
# People are highly engaged and find Strategy communications valuable.

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- People engage with Chehalis Basin Strategy emails at high rates—newsletters so far this year have a **40% average open rate**, compared to a 29% average for other similar entities.
- YouTube is a valuable channel to increase the longevity and reach of content. For example, recorded webinars received an average of **173 views per video, up 33% since January**.
- Free Chehalis Basin Strategy webinars maintain high attendance rates (**average 50+ attendees**) and engagement during Q&As.

# We are successfully reaching priority audiences.

- Facebook followers are primarily Basin residents, spanning from Centralia to Aberdeen
- A large concentration of Facebook followers are based in Olympia—decision-makers and state partners
- Webinar attendees typically include a mix of Basin residents, Strategy partners, and local reporters



Breakdown of Facebook audience location



# Most Popular Content

- Most visited website pages include:
  - 2023 Year in Review Report
  - Aquatic Species Restoration Plan
  - ASRP Symposium Events
  - Resources for Habitat Restoration Project Implementers



# Most Popular Content


Social media posts with the most engagement include promotion for the March Erosion webinar on Facebook and Instagram, and our recap of the ASRP Symposium post on X.

**Join us for our latest public webinar**

**Securing Streambanks:  
Solutions for Erosion in the  
Chehalis Basin**



Platform: Facebook  
Reach: 18k | Clicks: 316

 **chehalis\_basin\_strategy** 16w  
We know streambank erosion is a top concern throughout the Chehalis Basin. Join us for a webinar on Thursday, March 14 from 6–7 p.m. to learn about:

- 🚧 What you can do if erosion is a concern on your property
- 👤 The Chehalis Basin Strategy's new Erosion Management Program
- 💬 Lessons learned from the field

Register at the link in our bio!

Platform: Instagram  
Reach: 44 | Clicks: 6

 **Chehalis Basin Strategy**  
@ChehalisBasin

In April, the 2024 Aquatic Species Restoration Plan Symposium brought together community members, scientists, and other local experts to learn about habitat restoration and flood management in the Basin. Find out more about it in our recent newsletter: [mailchi.mp/ocy/ocb-update...](mailto:mailchi.mp/ocy/ocb-update...)



Platform: X/Twitter  
Reach: 731k | Clicks: 11

# **Snapshot of recent communications activities**



# Renters' Resource Booklet and Webpage

- In collaboration with CFAR work group, developed four-page printed booklet specific to renters' needs before, during, and after flooding
- Developed [online webpage](#) as a digital resource
- Covered by local media
- Conducting outreach to local service providers and community-based organizations

The screenshot shows a news article on the website 'The Chronicle'. The article title is 'Chehalis Basin Strategy wants renters to understand flood risks'. The main image is an aerial view of a flooded highway interchange. The article text includes: 'While longtime residents of the Chehalis River Basin are all too familiar with the damage that can result from flooding, those moving to the area may be unfamiliar with the risks. Landlords in Washington are not required to notify tenants of their flood risk. As renters across Southwest Washington look to renew their leases in the coming months, the Chehalis Basin Strategy recently launched a resource hub to help renters protect themselves from the potential danger. To prepare, the Chehalis Basin Strategy recommends that renters first understand the flood risk, as up to 70% of renters would be unprepared to respond in the event of a flood. This content includes information for the...'

Additional elements on the page include: a weather forecast for 59° F, 'Giving you our best shot.' by Matt Hargrave, a 'Dining Divas' event advertisement for June 29th, and a 'Personal Injury Attorney' advertisement for Central Law.

# Spanish Language Resource Library

- In partnership with ECY, translated top materials from English to Spanish to broaden audience reach and increase accessibility
- Developed [new online webpage](#) to serve as a one-stop-shop for Spanish-speaking residents
- Sharing with local media, including Hispanic outlets, and local community organizations soon



The screenshot shows the Spanish version of the Chehalis Basin Strategy website. At the top, the logo for 'CHEHALIS BASIN STRATEGY' is displayed, along with navigation buttons for 'BASIN RESIDENTS' and 'PROJECT PARTNERS'. The main heading is 'Recursos en Español'. Below this, there is a section titled 'Comunidades seguras y preparadas contra inundaciones...' followed by a paragraph of text. To the right of this text is a photograph of a river with several wooden posts in the water, labeled 'photo-recursos'. Below the photo is another paragraph of text. Further down, there is a section titled 'Formas en que la Estrategia está creando una región más resiliente' with the subtext 'Junto con socios y personas como tú, tomamos action al:'. This section contains three icons with corresponding text: a house icon for helping residents, a fish icon for working with landowners, and a plant icon for preparing the region against floods.

**CHEHALIS BASIN STRATEGY**

BASIN RESIDENTS PROJECT PARTNERS

Reducing Flood Damage and Restoring Aquatic Species

Home About the Strategy What We Do Project Highlights Resources Get Involved Stay Updated

## Recursos en Español

Comunidades seguras y preparadas contra inundaciones. Abundante salmón y trucha cabeza de acero. Economías fuertes basadas en la naturaleza.

Los socios de la Estrategia de la Cuenca de Chehalis están trabajando arduamente para hacer esto realidad.

La Estrategia de la Cuenca de Chehalis es una red de socios y proyectos dedicados a proteger a las comunidades de los daños causados por las inundaciones, restaurar los hábitats de la vida acuática, y asegurando que la cuenca de Chehalis sea segura y próspera para las personas, los peces, y la fauna silvestre para las generaciones futuras

photo-recursos

### Formas en que la Estrategia está creando una región más resiliente

Junto con socios y personas como tú, tomamos action al:

-  Ayudar a los residentes y las comunidades a proteger sus hogares y negocios de los daños causados por las inundaciones
-  Trabajar con los dueños de tierras para frenar la erosión dañina y restaurar los hábitats del salmón y otras formas de vida acuática en sus propiedades
-  Preparar a toda la región contra inundaciones graves y catastróficas que son cada vez más frecuentes



# Centralia Chronicle Success Story Series

- Story series in local media
- Highlighting on-the-ground project successes
- 2024 stories have included:
  - Above the Flood: Elevated pads keep livestock and equipment dry
  - Replacement dam on Mill Creek still bringing flood protection for 200+ homes and businesses
  - Lower Satsop River restoration (coming soon)

Thursday, June 27, 2024

WEATHER SPONSOR:  
**THE ROOF DOCTOR**  
59° F  
Mostly Cloudy  
Observed from  
Chehalis-Centralia Airport

# The Chronicle

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## Chehalis Strategy in review: Above the flood — Elevated pads keep livestock and equipment dry



Working with the Chehalis River Basin Flood Authority, the Chehalis Basin Strategy provided \$866,000 to construct 20 farm pads and evacuation routes in Lewis County and three in Grays Harbor County. By fall 2017, all 23 of the elevated structures were complete.

OFFICE OF THE CHEHALIS BASIN / COURTESY PHOTO

Posted Wednesday, February 7, 2024 2:53 pm



**JEASON KING**  
**DINING with DIVAS**  
FROM **RufPaul**  
**June 29th**  
6:30PM | 5:30 | 21+  
**CLICK HERE**  
**McFILER'S**  
CHEHALIS THEATRE  
558 N Market Blvd, Chehalis, WA 98538

**LEWIS COUNTY TRANSIT**  
CONNECTING OUR COMMUNITIES  
Lewis County Transit is dedicated to enhancing safe, reliable, and efficient bus service.  
With focus on senior ridership, large capacity buses & equipment.  
Our goal is to provide accessible, efficient, and comfortable transportation services, and ensuring the safety and well-being of our community.  
LewisCountyTransit.org | 360-330-2072  
info@LewisCountyTransit.org

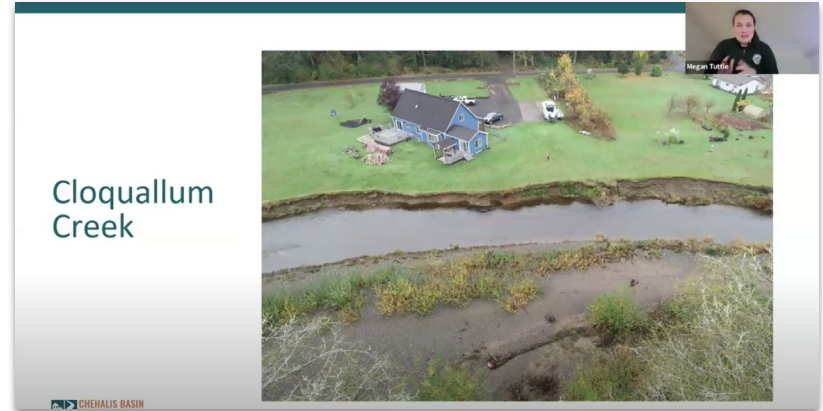
# The Chronicle: Success Stories Media Kit

- Developed a printed booklet with compilation of 9 success stories and high-level impact statistics for board member and partners' use with electeds and other leaders
- Created a new "[In the News](#)" page on the website



# Free Community Webinar Series

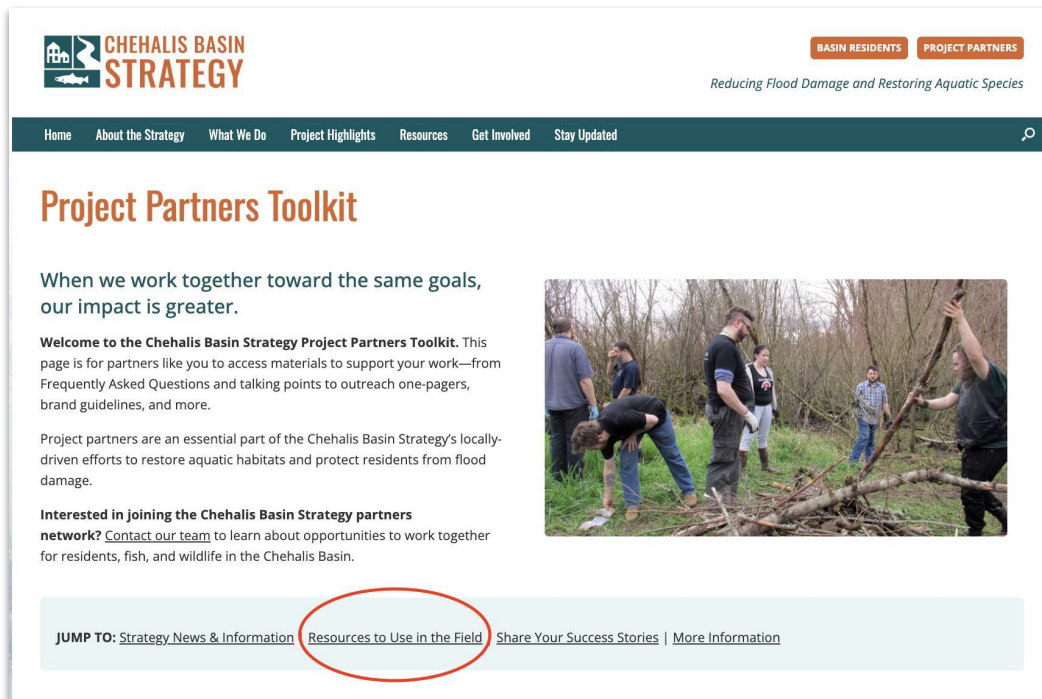
- Securing Streambanks: Solutions for Erosion in the Chehalis Basin
- Live Spanish interpretation available
- Upcoming topics include:
  - Habitat restoration work underway this summer
  - Updates on the proposed flow-through dam for flood control on the Chehalis River
  - Flood season preparation
- Additional ideas?





# Updated resources for talking about the Strategy

- Updated comprehensive messaging guide with grab-and-go messaging, narratives, and audience-specific talking points for board members, OCB, and partners
- Includes updated PowerPoint presentation
- Available to board members and partners via [the website and Box](#)



The screenshot shows the 'Project Partners Toolkit' page on the Chehalis Basin Strategy website. The page features a dark green navigation bar with links for Home, About the Strategy, What We Do, Project Highlights, Resources, Get Involved, and Stay Updated. The main content area includes a title 'Project Partners Toolkit', a sub-header 'When we work together toward the same goals, our impact is greater.', and three paragraphs of text. The first paragraph is a welcome message, the second describes project partners, and the third invites people to join the network. A photograph of people working in a field is on the right. At the bottom, a light blue footer contains a 'JUMP TO:' section with links for 'Strategy News & Information', 'Resources to Use in the Field' (circled in red), 'Share Your Success Stories', and 'More Information'.

**CHEHALIS BASIN STRATEGY**

BASIN RESIDENTS PROJECT PARTNERS

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## Project Partners Toolkit

When we work together toward the same goals, our impact is greater.

**Welcome to the Chehalis Basin Strategy Project Partners Toolkit.** This page is for partners like you to access materials to support your work—from Frequently Asked Questions and talking points to outreach one-pagers, brand guidelines, and more.

Project partners are an essential part of the Chehalis Basin Strategy's locally-driven efforts to restore aquatic habitats and protect residents from flood damage.

**Interested in joining the Chehalis Basin Strategy partners network?** Contact our [team](#) to learn about opportunities to work together for residents, fish, and wildlife in the Chehalis Basin.



**JUMP TO:** [Strategy News & Information](#) [Resources to Use in the Field](#) [Share Your Success Stories](#) | [More Information](#)

# **Emergent themes from community feedback**



# Recurring or Noteworthy Community Input Themes

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- Concern about Skookumchuck dam removal/changes
  - How would sediment build-up be handled if the Skookumchuck Dam is removed? Who will hold responsibility?
  - Will hatchery production be used to enhance fisheries along the Skookumchuck?
- “Stop building in floodplains.”
- Salmon restoration should be a priority
- Erosion concerns

# Preview of Upcoming Communications Priorities



# Projects in Motion

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- Coordinating a **video shoot** to produce a cornerstone Chehalis Basin Strategy video
- Planning a **photo shoot** to collect updated visual assets
- Launching a **consistent paid ads presence** to maintain visibility and exposure to the Strategy on social media
- **Tabling** at high-visibility community events
- Supporting OCB in planning a **legislative site tour** of Chehalis Basin Strategy funded projects
- **Communications plan refresh** for mid-2024–mid-2025

# Projects in Motion

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- Continuing to **develop relationships with community organizations** who serve the populations we want to reach; distributing resources and information through these organizations
- Ongoing **coordination and collaboration with partners**
- Ongoing updates to **partners' toolkit**
- Developing **audience-specific materials** (one-pagers, decks, key messages and stats) as needed

# Resident Outreach & Engagement

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Phases of work include:

Socialization Push and  
Foundation-Building

Q4 2023 – Q4 2024

Sustained Visibility

Q1 2025 – Q3 2025

Input and awareness for  
the LTS

Q3 2025 – Q2 2026

# Key Questions for Board Input





# Question 1

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We are about to embark on a one-year communications roadmap for the upcoming fiscal year. Thinking ahead to a year from now, what does successful communications and outreach look like to you?

## Question 2

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What has been a helpful communications resource for you in your outreach? Is there an additional resource that *would* be helpful?

## Question 3

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When you envision cornerstone “About the Chehalis Basin Strategy” video – what are the messages that you feel are most important to convey? What do you want a viewer to take away?

**Thank you!**

Questions or ideas? Contact

[chehaliscomms@pyramidcommunications.com](mailto:chehaliscomms@pyramidcommunications.com)