

**Chehalis River Basin Flood Authority**  
**Education & Outreach Subcommittee**

**Stakeholder Outreach Plan**

September 14, 2011- DRAFT

Overview:

Good communication with interested stakeholders and the public is an important component to addressing flood-related issues in the Chehalis River Basin. As part of its funding agreement with the Chehalis River Basin Flood Authority, the Office of Financial Management (OFM) required development a stakeholder outreach plan. This document is a draft stakeholder plan for discussion with the Flood Authority. It is meant to be a living document that will be updated as stakeholder and public education and outreach is refined.

Goals for Chehalis Basin Flood Authority Education & Outreach:

1. Overarching goal: keep everyone who wants to know aware of what is happening with flooding issues in the Chehalis River Basin.
2. Provide transparency to the process, including a functional archive
3. Act as a clearinghouse to affirmatively provide current and timely information
4. Provide a single voice for accurate and consistent information
5. Disseminate information in a way that is broadly accessible and understandable
6. Create meaningful opportunities for a two way dialogue
7. Track progress, decisions, milestones, etc. and communicate these widely

Key Stakeholders:

1. Internal:
  - a. Flood Authority members, alternates
  - b. Staff: local staff, state agency team, etc.
2. External:
  - a. Tribes
  - b. Other interested local, state, federal partners/ agencies
  - c. Elected officials/ community leaders: local (cities, ports, etc.), state, federal
  - d. Key interest groups: environmental, business, industry, etc.
  - e. General public: Chehalis Basin residents, and beyond

## Challenges & Opportunities:

- Different kinds of information needed depending on the circumstances
  - Emergency information: before, during, after flood event
  - Regular updates on activities/progress being made
  - Information about near/medium/long term solutions
  
- Different kinds of information/approaches needed depending on the audience
  - Helpful to provide narrative, context to info (i.e., what do flood levels mean?)
  - Overload or too much detail/technical info can be as difficult as no information
  
- Need to provide a variety of approaches to meet different comfort levels with technology
  
- Communication needs to be a two way street
  - From the Flood Authority to others
  - From others to the Flood Authority
  
- Lot of information available, but it can be hard to access/find
  - Can be hard to access/find; search tools needed
  - Lot of different sources; info needs to be consistent and contact info provided
    - Flood Authority site: <http://lewiscountywa.gov/commissioners/chehalis-river-basin-flood-authority>
    - OFM site: <http://www.ofm.wa.gov/chehalisbasin/>
    - Chehalis Basin Partnership: <http://www.chehalisbasinpartnership.org/>
    - USGS Water site: <http://wa.water.usgs.gov/projects/chehalis/>
    - Corps: [www.nws.usace.army.mil/PublicMenu/Menu.cfm?sitename=cent&pagename=home](http://www.nws.usace.army.mil/PublicMenu/Menu.cfm?sitename=cent&pagename=home)
  
- Variety of tools available to ensure effective communication
  - Regular Flood Authority meetings (various locations, timing during the day)
  - Special meetings on key topics (i.e., subcommittees, technical work sessions)
  - Open house/public outreach meetings
  - Communications to media outlets (newspapers, tv, radio) about meetings, decisions, success stories (public service announcements, press releases, etc.)
  - Public access television (i.e., televise open houses)
  - Comprehensive website with FAQ, archive, links to other relevant resources
    - Serve as information clearinghouse
    - Provide bibliographies
    - Provide electronic and searchable archive in place
  - Social media: facebook, twitter, etc.

Task/Deliverable	Assignment
Restructure existing Flood Authority website/info to make it more user friendly; provide info about being added to listserv	Pat Anderson, Lara Fowler
<p>Develop a more comprehensive website/resource using IPMRT to serve as a tool for information sharing, allow FA to do its work in an open, transparent, and public way (uses free, open source software package available from OFM)</p> <ol style="list-style-type: none"> <li>1. Include basic background information about Flood Authority, members</li> <li>2. Include tabs for each meeting, subcommittee, project/study</li> <li>3. Provide searchable archive of materials (bibliography, etc.)</li> <li>4. Include frequently asked questions (i.e., why not dredge?)</li> <li>5. Include information to help demystify the subject (acronym decoder, glossary)</li> <li>6. Identify deficiencies/gaps in info</li> <li>7. Provide contact info</li> </ol> <p>Note: Purpose of more robust website is to provide a secure website where users can get accurate information. Need to work to ensure site security while providing as broad access; if registration is needed, make it as easy as possible (provide a guest pass?).</p>	Scott Boettcher
<p>Send out regular and timely updates</p> <ol style="list-style-type: none"> <li>1. To Flood Authority/listserv: <ul style="list-style-type: none"> <li>- After committee meetings</li> <li>- As events occur (i.e., RFQs, decisions, etc.)</li> </ul> </li> <li>2. To general public/elected officials/local leaders <ul style="list-style-type: none"> <li>- High level summaries every 6 weeks or so</li> </ul> </li> </ol>	Pat Anderson Lara Fowler Scott Boettcher Greg Hueckel
Circulate newsclips so everyone has access to same info	Pat Anderson Lara Fowler
Work with Timberland Library system to compile paper information; ensure reference librarian is trained on electronic files	Edna Fund Lara Fowler
<p>Identify opportunities for tours</p> <ol style="list-style-type: none"> <li>1. As part of regular meetings</li> <li>2. Special tours (i.e., 10/7 Legislative Tour)</li> <li>3. Overflights</li> </ol>	FA members, staff
Coordinate Flood Awareness week, release of early warning system	Lara Fowler West Consulting
<p>Rotate and publicize meeting locations</p> <ol style="list-style-type: none"> <li>1. Notify local media outlets about meeting</li> <li>2. Prepare press releases as needed</li> <li>3. Need to ensure adequate recordings</li> <li>4. Follow up with notes</li> </ol>	Lara Fowler
<p>Hold regular Education &amp; Outreach sub-committee meetings</p> <ul style="list-style-type: none"> <li>- Next meeting scheduled for Monday, 9/26 at 1:30 PM</li> </ul>	