

2023-2025 Draft Budget Development Worksheet

Work Element

Communications Strategy & Implementation Support

Summary of 2023-2025 Work

Communications strategy and implementation for the Office of Chehalis Basin ensures the general public and in particular core partners, decision-makers, and Chehalis Basin residents have full access to and understanding of the Chehalis Basin Strategy's progress and impacts on local communities. This work will focus on development of and accountability to a communications plan, maintaining key existing communications channels (such as Chehalis Basin Strategy social media channels, website content, and newsletter), advising on and tracking outreach and engagement with priority audiences, and supporting the OCB, Chehalis Basin Board members, and other core partners with communications materials and talking points for their engagement with residents and other stakeholders.

Description of Needs

As a government entity, the Office of Chehalis Basin values transparent and open communication with stakeholders, particularly residents in the Basin who are ultimately served and impacted by this work to reduce flood damage and restore aquatic habitat. Communications strategy and implementation support allows the small OCB team to maintain open channels of communications with residents, partners, and decision-makers.

This is particularly acute in the upcoming biennium given the number of important developments anticipated around planning for long-term flood solutions, as well as milestones in the ASRP implementation. It is crucial that residents are able to understand how this will impact them, what the considerations are, and how they can engage and provide input.

Similarly, there are many stakeholder groups—such as legislative representatives who champion and approve OCB budgets, board members and core partners, and residents who are disproportionately impacted by flood risks and other environmental justice considerations and require focused outreach—who must be kept apprised of the Chehalis Basin Strategy's progress, deliberations, and outcomes. By virtue of the inherently collaborative nature of the Chehalis Basin Strategy, it is essential they have ongoing visibility so they can offer input and other contributions.

List of Key Tasks & Assumptions

Task	Party to Perform Task	Review / Add'tl Support	Funding Source
Ongoing communications and outreach strategy and implementation support	Pyramid Communications	Andrea McNamara Doyle	Integrated
Advertising expenses	Pyramid Communications	Andrea McNamara Doyle	Integrated
Development of photo database and	Pyramid Communications +	Andrea McNamara Doyle	Integrated

cornerstone Strategy videos to support targeted communications	third-party photo/video contractor		
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Preliminary Cost Estimates (July 1, 2023 – June 30, 2025)

Task	Preliminary Estimate	Add'tl Considerations
Ongoing communications and outreach strategy and implementation support	\$450,000	<p>Includes project management and coordination costs for Pyramid Communications</p> <p>Budgeted to include contingencies around periods of higher-volume communications needs (such as communications around flooding roadmap, proposed dam FEIS, etc.)</p> <p>Budgeted to include travel contingencies—travel and full-day attendance of in-person meetings once quarterly</p>
Advertising expenses	\$50,000	Ad placement and management is budgeted within the “ongoing communications and outreach strategy and implementation support” bucket; this line item is dedicated to the actual funds used to secure ad buys in support of the work and needs detailed above
Development of photo database and (3) cornerstone videos to support targeted communications	\$75,000	Includes project management and coordination costs for Pyramid Communications

Prioritization

The above should be prioritized in the order of their appearance (1. Ongoing comms ...; 2. Advertising expenses; 3. Development of photo database and cornerstone videos).

Additionally, if the “ongoing communications and outreach strategy and implementation support” were to be scaled back, this could be accomplished by removing travel contingencies (instead assuming all-virtual engagement) and decreasing the budgeted emphasis on outreach planning and tracking for key audiences (such as decision-makers and environmental justice populations in the Basin).

Contact Information for person/organization completing this worksheet

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