

Chehalis Basin Strategy Communications Update

Chehalis Basin Board meeting, December 2022

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PART ONE

Goals & Audiences

Communications Goals

1. **Share the compelling, clear story** of the need and opportunity in the Chehalis Basin.
2. **Inform Basin residents** so they fully understand the Chehalis Basin Strategy, how it is impacting the land and communities around them, and how they can benefit from and engage with it.
3. **Increase transparency** by creating venues for community members to provide input and express concerns.
4. **Proactively address concerns** and correct misinformation about the Strategy.

Priority Audiences

1. **Basin residents and landowners** | Communications goal: Make it easy for residents to find information about how the Strategy can and does currently benefit them, and how they can get involved/access resources.
2. **Strategy partners** | Communications goal: Connect partners to relevant resources and up-to-date information about the Strategy that streamline and simplify their efforts.
3. **Decision-makers** | Communications goal: Clearly and concisely demonstrate the Strategy's impact and importance—locally, regionally, and statewide.

PART TWO

Communications Update

2022 By the Numbers

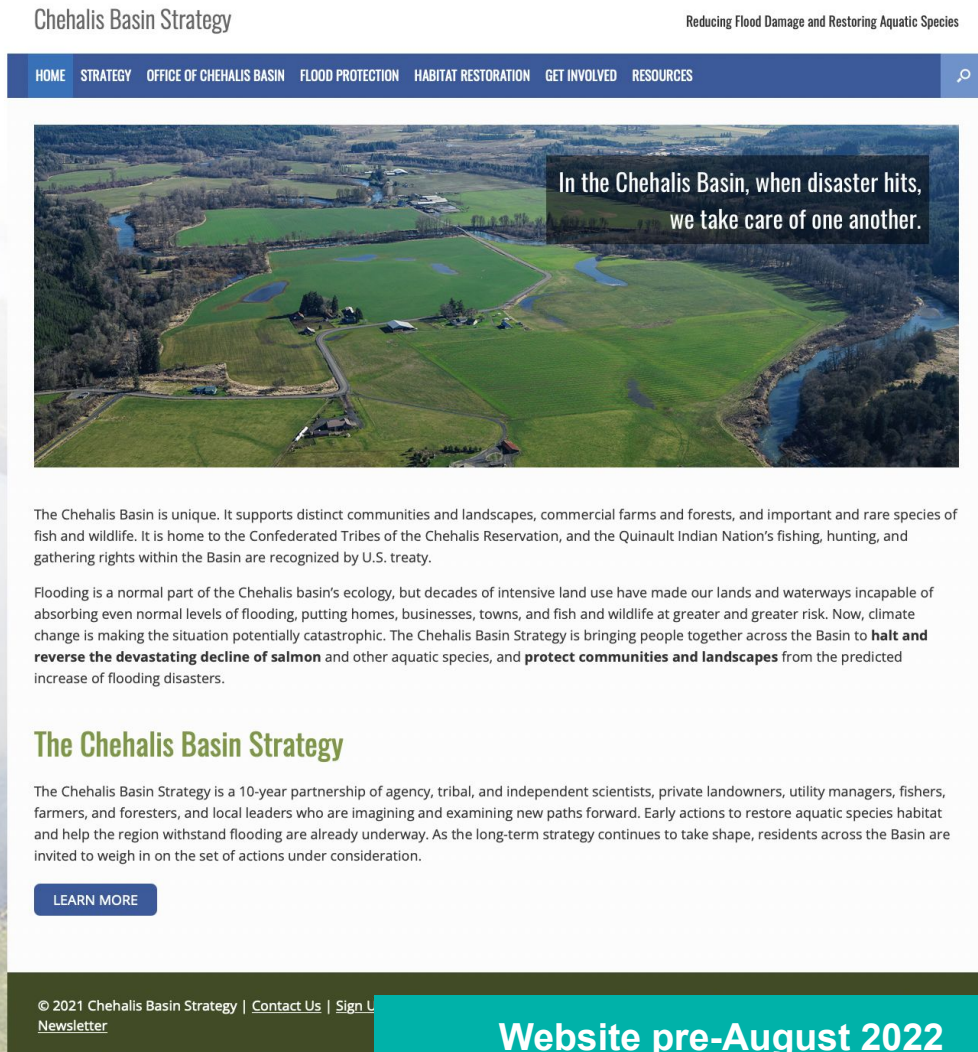
Chehalis Basin Strategy Communications in 2022

- **44 articles** about Chehalis Basin Strategy projects and activities
- **25,000+** website pageviews
- **1.2 million** people reached on Facebook
- **1,336** newsletter subscribers
- **6,084** opened newsletters
- **250** webinar attendees in fall 2022
- ... Plus in-person site tours and presentations to dig in deeper with partners and stakeholders

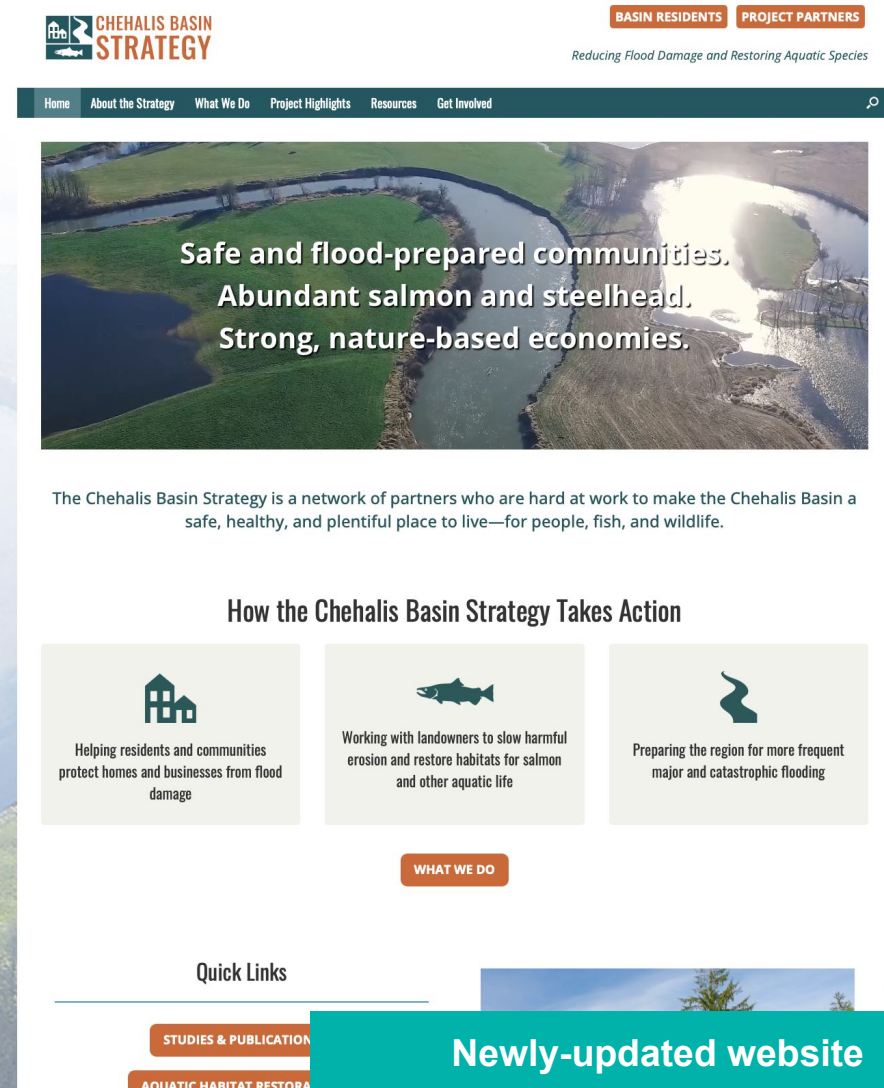
What's New in Q3-4

Newly-launched communications and outreach initiatives

Branding & Website Launch (August 2022)

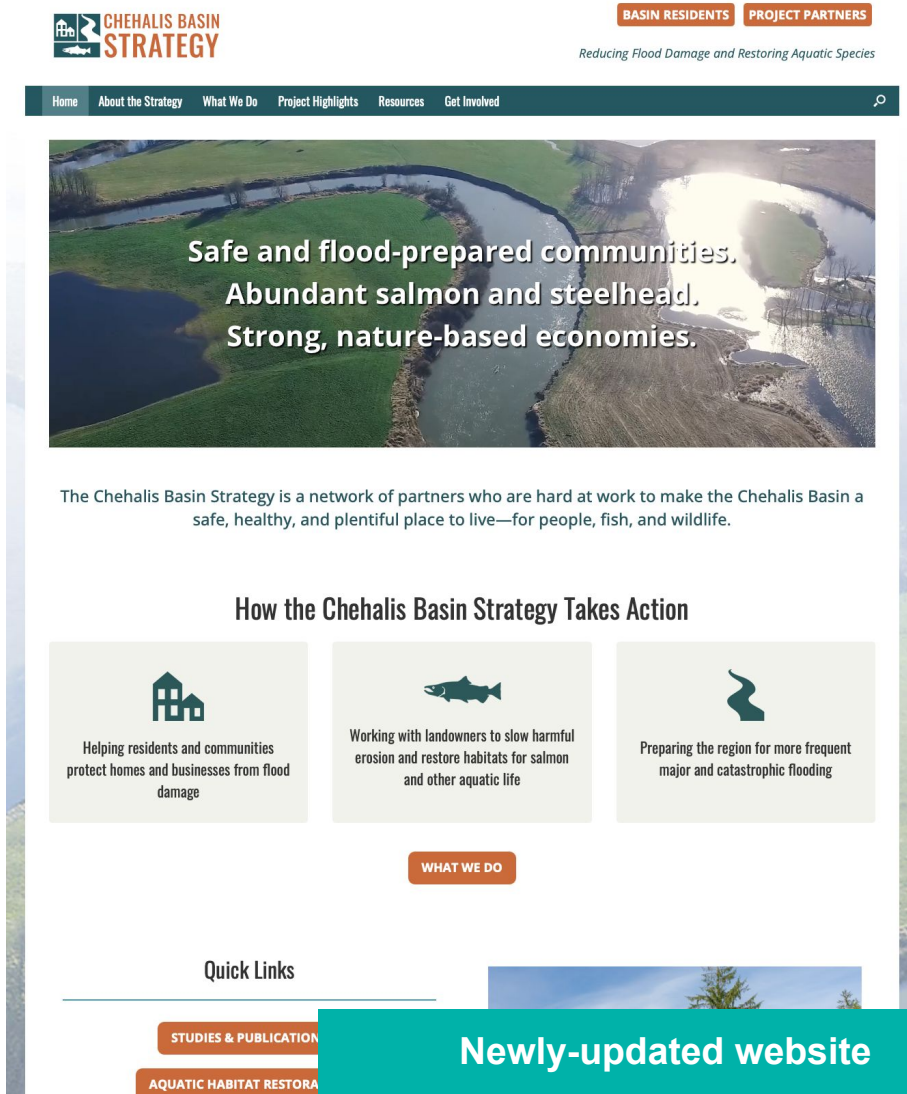


Website pre-August 2022



Newly-updated website

Branding & Website Launch (August 2022)



“The Chehalis Basin Strategy does more than I realized. The numbers show a bigger scale, the grand scheme of things.”

“The website exceeds my expectations. It ranks as one of the more usable websites for the types of agencies doing this work.”

“The website has a lot of intuitive things. It makes sense and leads you to where you need to go.”

Partners' Toolkit & Corresponding Materials



BASIN RESIDENTS PROJECT PARTNERS

Reducing Flood Damage and Restoring Aquatic Species

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

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.



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

Strategy News & Information



Latest Updates and Materials

- **Newsletter archive:** The Chehalis Basin Strategy publishes a monthly e-newsletter that shares the latest news, Chehalis Basin Board priorities, project highlights, and recent media coverage.
- **Chehalis Basin Board website:** The Chehalis Basin Board meets monthly. Visit their webpage to find information about upcoming public meetings and access downloadable materials and presentations from past meetings.

About the Chehalis Basin Strategy

- **Strategy Backgrounder:** New to the Chehalis Basin Strategy? Learn more about its mission and history in this backgrounder.
- **2021 End of Year Report:** Find out how partners' efforts came together last year to deliver positive impact across the Chehalis Basin, as well as projects currently in



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

Resources to Use in the Field

Branding & Design Assets

- [Chehalis Basin Strategy logos](#) | Download logos for the Chehalis Basin Strategy.
- [Style guide](#) | Create a consistent look and feel across materials using Strategy fonts and colors.
- [ChehalisBasinStrategy.com QR code](#) | Add this QR code graphic to your printed materials to make it easy for partners and residents to visit the website.

Leave-Behinds for Residents & Landowners

Chehalis Basin Strategy Handouts

- [Overview of the Strategy](#) | Share this handout with residents and landowners who aren't familiar with the Strategy and want to learn more.
- [Resources for Landowners](#) | Pass this flier to landowners to help connect them to the numerous resources available through the Chehalis Basin Strategy.

Aquatic Species Restoration Handouts

- [Aquatic Species Restoration Plan](#) | Introduce residents and other partners to the ASRP using this overview flier.
- [A Guide to Willow Planting](#) | Leave this guide with residents who are interested in planting willows on their property.
- [Bank Treatments and Side Channel Examples](#) | These photos of bank treatments before, during, and after implementation can provide potential landowner partners with examples of what construction might look like on their property.
- [Erosion Control: Helpful tips and tricks](#) | Help property owners experiencing streambank erosion understand what resources and options are available to them.
- [Lower Satsop River Floodplain Restoration Project](#) | This handout shares an example of what a restoration project can look like—its goals, how bioengineering works, and the planned outcomes.
- [Oregon Spotted Frogs Need Your Help](#) | Introduce property owners to Oregon spotted frogs, as well as how they can use their land to help the frogs' conservation.
- [Restoration Toolbox Posters](#) | These posters visually illustrate different approaches that could be used to restore streambanks on a landowner's property.
- [Wood in the Water is Good for the River and Salmon](#) | Spread the news: wood in the water is good. This one-pager explains why.

Flood Damage Prevention Handouts

- [Be Aware, Be Prepared: Protect Yourself from Flooding in the Chehalis Basin](#) | This comprehensive guide walks residents through different kinds of flood support protection measures, and a flier.
- [Erosion Control: Helpful tips and tricks](#) | Help property owners experiencing streambank erosion understand what resources and options are available to them.
- [Preparing a Household Flood Response Plan](#) | Share this guide with residents to help them prepare for flood response plans.

Share Your Success Stories

Project success stories are an important way of keeping residents, partners, and funders informed and updated about how Chehalis Basin Strategy projects and investments are making a positive impact in their communities.

You can share recent project highlights by filling out the **Chehalis Basin Strategy Project Success Story Template**. The template is an *internal-facing tool* that the Office of Chehalis Basin and its partners can use to share important information about a project's impact. We may use the information submitted to share details on social media, in reports to elected officials, and through communications channels like the website and newsletter.

SHARE PROJECT HIGHLIGHTS

Chehalis Basin Strategy Leave-Behinds



The Chehalis Basin Strategy

Safe and flood-prepared communities.
Abundant salmon and steelhead.
Strong nature-based economies.

How the Chehalis Basin Strategy is building a more resilient region



Helping residents and communities **protect homes and businesses** from flood damage



Working with landowners to **restore habitats for salmon** and other aquatic life



Preparing the region and its future generations to be resilient to a changing climate and catastrophic flooding

Leading with community expertise

With climate change in full force, it's more important than ever to work collaboratively and with community at the center. Our core partners include:

- Chehalis Basin community leaders
- Chehalis Tribe and Quinault Indian Nation representatives
- Local and state government liaisons
- Residents and business owners



Making smart investments that work

The Chehalis Basin Strategy and its partners use science-based innovations to make smart investments in projects that work.

100+

On-the-ground projects completed or underway today in the Basin

12,700

Feet of river shoreline re-vegetated in 2021 to benefit fish and people

700

Local jobs created in the past five years through habitat restoration work

We have a track record of implementing strategies that pay off—and by coordinating efforts across the Basin, we're having an even greater impact.

Project highlight

Chehalis-Centralia Airport Pump Station & Levee Improvements

Initial investment: \$1.1 million
Return on investment from protected jobs and revenue during Jan. 2022 flooding:

- Jobs: 1,658
- Labor income: \$68 million
- Value added: \$115.3 million
- Business revenues: \$186.4 million



"That's what the Chehalis Basin Strategy is all about: collaboration across people and perspectives to create solutions that build up Chehalis Basin communities and ecosystems."

Vickie Raines, chair of the Chehalis Basin Board, Grays Harbor County Commissioner



CHEHALIS BASIN STRATEGY

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How the Strategy Can Help You



Agricultural Support

Protect your farm from flooding and get support with erosion reduction, farm planning, agricultural viability resources, and more.



Emergency Preparedness & Identifying Flood Risks

Download guides, sign up for alerts for your area, and get help preparing your own flood response plan.



Conservation Easements

Talk with a local land trust about protecting your land from development and preserving resources for generations to come.



Erosion Reduction

Protect your land and help slow erosion with fish-friendly practices.



Culvert Assessment & Replacement

Better manage stormwater drainage on your property and improve fish passage at the same time.



Flood Insurance

Get expert advice on flood insurance through the National Flood Insurance Program.



Floodproofing Your Home or Business

Get free technical assistance with a custom floodproofing plan, and get connected to potential resources.



Invasive Species Removal & Native Plantings

Improve the land and benefit wildlife along rivers and streams on your property.



Relocation Support

Explore selling your home or business or moving it out of harm's way.



River & Stream Restoration

Support healthy rivers and streams for fish and wildlife habitat, clean water, and natural beauty on your property.



Soil, Water, & Wildlife Conditions

Connect with a conservation district on resource planning and management, specific to your location and needs.

Not seeing what you're looking for?

Reach out to info@chehalisbasinstrategy.com and ask about other ways the Chehalis Basin Strategy can work for you.



CHEHALIS BASIN STRATEGY

ChehalisBasinStrategy.com
info@chehalisbasinstrategy.com



ChehalisBasinStrategy
@ChehalisBasin



New YouTube Channel

- 200+ video views
- 3 playlists
 - ASRP
 - Skookumchuck Dam
 - Be Aware, Be Prepared

The image shows a screenshot of the YouTube channel for "Chehalis Basin Strategy". The channel banner features a scenic view of a river valley with a small town and a rainbow. The channel name is "Chehalis Basin Strategy" with the handle "@chehalisbasinstrategy3414" and 6 subscribers. The navigation bar includes links for HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. Below the navigation bar, there are three video thumbnails:

- Be Aware, Be Prepared: Learn the Flood Warning System** (78 views • 3 weeks ago)
- Future of Flooding in the Chehalis Basin** (45 views • 1 month ago)
- Skookumchuck Dam Study Update (Phase 2)** (40 views • 1 month ago)

The video player in the foreground shows a video titled "Skookumchuck Dam Study Update (Phase 2)". The video content includes a diagram illustrating the delicate balance of water supply, migratory fish, and downstream flooding. The diagram shows a central box labeled "CENTRAL Water Supply" with arrows pointing to "Flooding" and "Fish". Below the diagram, the text reads: "really a delicate balance of three things, water supply, migratory fish, and downstream flooding." The video player interface includes a progress bar, a play button, and a share button.

Webinar Series

- Monthly, one-hour live webinars
- Goals for attendees:
 - Are engaged during the webinar
 - Leave with a clear and thorough understanding of the topic
 - Feel up-to-date on the latest information
 - Better understand the Chehalis Basin Strategy as a whole and the role it plays in their communities
 - Understand how the topic nests within the whole Chehalis Basin Strategy

Recent Webinars

- Skookumchuck Dam Study
- Climate Change & Flooding in the Basin
- Flood Warning System Training
- How to Get CFAR Support

Upcoming

- The Strategy's Impact
- LAND Community Briefing
- Climate Adaptation & Resiliency
- ASRP Summer Projects

Spanish-Language Resources

- Live interpretation of Chehalis Basin Strategy webinars
- Promotional materials for webinar in Spanish; connecting with community organizations
- Translation of Chehalis Basin Strategy CFAR materials
 - Be Aware, Be Prepared guide
 - Flood insurance one-pager
 - Flood Warning System one-pager on signing up for alerts



Agosto de 2022



OFFICE OF
CHEHALIS BASIN
ECOLOGY

Sea consiente; esté preparado

Protégase de las inundaciones en la cuenca Chehalis

Elaborado por
Office of Chehalis Basin
Departamento de Ecología del Estado de Washington

Updated Social Media Comment Moderation Policy

- Revisited and updated the Office of Chehalis Basin's comment moderation policy for Chehalis Basin Strategy channels
- Includes approved guidance for responding to **most common themes in comments**:
 1. Concerns around building in flood plains
 2. Input about dredging in flood plains
 3. Frustration about time put into studies, the length of the process for large-scale flood planning decisions
 4. Comments in support or opposition to the proposed dam

PART THREE

Preview of Upcoming Communications Priorities

Preview of Upcoming Communications Priorities

- **2022 End of Year Report** | Looking back at everything accomplished in the past year, and all the exciting things to come in 2023.
- **Outreach & Engagement Planning** | Intentional engagement with priority partners and audiences, including segments of the Chehalis Basin that are most impacted by flooding and the loss of aquatic life, and that have not yet been engaged in the Strategy.
- **Partners Briefing** | Building on new materials, partners' toolkit, and website to offer a training on new materials and solicit feedback on next round of materials to support partners.

THANK YOU
