

# WALLA WALLA 2050

## 2024 - 2025 COLLABORATIVE OUTREACH

### BACKGROUND:

The Walla Walla Basin is a unique and vital watershed region in Oregon and Washington. It encompasses diverse ecosystems, communities, and industries, making water management a crucial aspect of sustaining the basin's ecological and socio-economic well-being. The Walla Walla Water 2050 Strategic Plan represents a forward-looking initiative aimed at addressing the complex challenges and opportunities related to water resources in the basin. Recognizing the significance of the Walla Walla Water 2050 Strategic Plan and the subsequent Implementation phase, the Walla Walla Basin Watershed Council (WWBWC) and the Walla Walla County Conservation District (WWCCD) have come together to lead a joint outreach effort. With both organizations being well-established and respected entities within the basin, their collaboration offers a unified approach to engaging and educating stakeholders about the importance of the strategic plan. This project aims to effectively increase public engagement within the basin to increase community-wide knowledge and acceptance of the W2050 Strategy and subsequent implementation.

Through this collaborative outreach initiative, the WWBWC and WWCCD will harness their collective expertise, local knowledge, and community relationships to engage the "general public" effectively. Including Oregon and Washington-based organizations further emphasizes the shared responsibility and commitment to sustainable water management in the basin. Without dedicated funding focused on outreach, it isn't easy to advance the implementation and public perception of the strategic planning effort.

### OUTREACH GOALS:

The primary goal of this bi-state outreach effort is to increase knowledge and understanding among the various community members in the Walla Walla Basin about the Walla Walla Water 2050 Strategic Plan and its implications for the region's water resources. The WWBWC and WWCCD aim to build strong support for successfully implementing the plan's key strategies and actions by fostering greater awareness and involvement. This will be accomplished through collaboration and coordination among basin partners, the Tri-sovereigns (Confederated Tribes of the Umatilla Indian Reservation (CTUIR), Washington Department of Ecology (WDOE), and the Oregon Water Resources Department (OWRD)) as well as the WW2050 Basin Advisory Committee (BAC) the Policy, Funding, Outreach (PFO) workgroup.

### COORDINATION FOR COLLABORATIONS:

The primary collaborators of this effort are WWBWC, WWCCD, the OWRD North Central Community Engagement Coordinator, and the WDOE Communications Manager. They will be the most active collaborators in creating and producing materials to be used by additional partners within the basin. These materials will be presented to the Tri-sovereigns, BAC, and PFO for review and approval before being utilized. Leveraging their trusted status and deep-rooted connections within the watershed community, WWBWC and WWCCD will spearhead the organization of community events, drawing upon their extensive engagement with the target audience. The primary collaboration group will meet virtually

or in person once a month to check in on various tasks. During these meetings, when applicable, additional collaborative team members will be included for their participation in this project's outreach endeavors. The WWBWC and WWCCD will provide a progress report to the PFO working group and the BAC on an as-needed basis based on the progress of set tasks.

## CONNECTIONS TO WW2050 STRATEGY:

In May and August of 2023, the PFO proposed categorizing the Tier One strategies of the Walla Walla Basin Water Strategic Plan based on the type of outreach required for success as follows:

Bucket 0: Strategies that do not need outreach to be successful

Bucket 1: Outreach needed to a small number of landowners/entities to be successful

Bucket 2: Outreach needed to a large number of landowners/entities to be successful

Bucket 3: Outreach needed to the general public to be successful

The following strategies were sorted into Bucket 3, all with one common audience. ([Link to the document](#))

**Audience** - "General public": urban, suburban, and rural water users.

**Strategy 1.01:** Reconnect floodplain and restore channel complexity.

**Key outreach messages -**

- *Increase awareness of the importance of floodplain and channel complexity to reduce flooding and increase fish habitat.*
- *Impacts made on waterways – how to reduce impacts and improve behavior.*

**Strategy 1.02:** Support the ongoing analysis of the Bi-State Flow Study and work toward a recommendation on implementation of the preferred alternatives.

**Key outreach messages -**

- *Accurate information regarding the proposed project is essential to gain public support and funding.*
- *Benefits ecologically (endangered fish and other aquatic species) and economically from implementing a WW2050 project.*
- *Ways this project leads to mitigation of drought consequences.*

**Strategy 1.07:** Restore and protect riparian habitat along tributaries, small streams, and the WW River Basin-wide.

**Key outreach messages -**

- *Increase awareness of the importance of healthy riparian habitat.*
- *Impacts people make on riparian habitat – how they can reduce impacts and improve behavior.*
- *Water conservation directly impacts streamflow quantity and water quality.*
- *What are the behaviors that every water user can employ to conserve water.*
- *Increase awareness of the importance of healthy riparian habitat.*

**Strategy 1.14:** Improve coordination and response to drought management Basin-wide.

**Key outreach messages -**

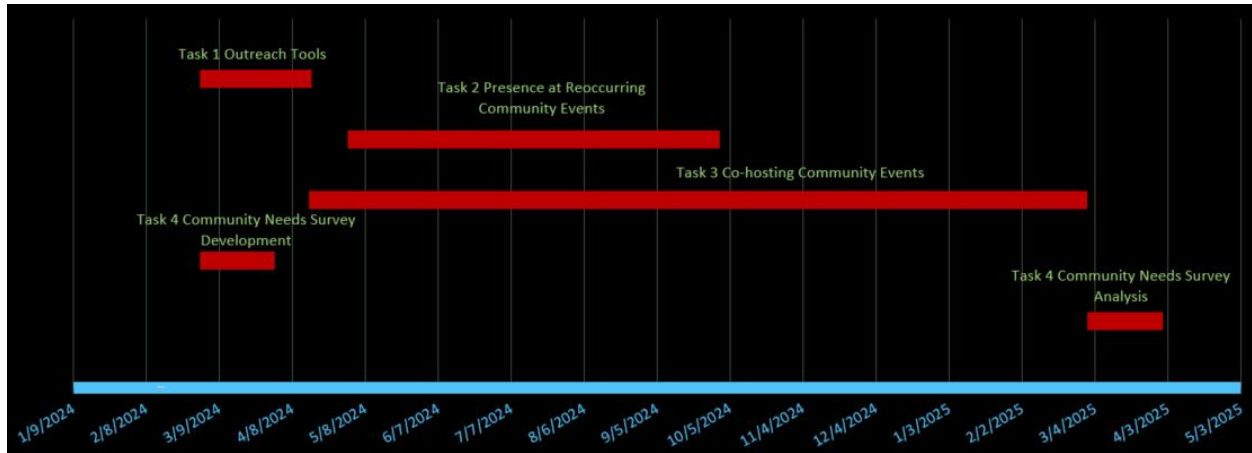
- *Impacts people make on riparian habitat – how they can reduce impacts and improve behavior.*
- *Water conservation directly impacts streamflow quantity and water quality.*
- *What are the behaviors that every water user can employ to conserve water.*

PROPOSAL TASKS

<b>TASK 1:</b> Outreach Tools	(\$6,100)
<b>TASK 2:</b> Presence at Reoccurring Community Gatherings	(\$5,000)
<b>TASK 3:</b> Co-Hosting Community Events	(\$5,650)
<b>TASK 4:</b> Community Communications Needs Survey	(\$7,900)
<b>TASKS BUDGET</b>	<b>\$24,650</b>
<i>De Minimis for WWBWC management overhead</i>	<b>\$2,465</b>
<b>TOTAL ASK FOR PROJECT</b>	<b>\$27,115</b>

As project manager, the WWBWC will ensure seamless coordination and distribution of funds to project partners, effectively managing their compensation for time spent on tasks. This process will involve detailed tracking of project activities, regular communication with all stakeholders, and timely sub-payments based on agreed milestones and deliverables. Through meticulous oversight, WWBWC will facilitate the smooth execution of project tasks, ensuring that all partners are supported and compensated according to their contributions to the project's success.

PROPOSAL TIMELINE FOR TASKS



## Scope of Work

### *Task 1: DEVELOP WW2050 OUTREACH TOOLS*

#### *Deliverables:*

- **Co-create and coordinate the printing of new handouts, which will be used to communicate key outreach messages identified from strategies.**
- **Co-create and coordinate the production of a WW2050 PowerPoint presentation for partner usage to communicate larger WW2050 objectives and goals.**
- **Coordinate cross-media/platform information sharing, including on the WWBWC newsletter and the WallaWallaWater.org website.**
- **Compile five WW2050 outreach tool kits as well as one multimedia supplies box for use by partners at gatherings and events in the basin.**

To increase the awareness and progress of the WW2050, the project team will be creating digestible, relatable, and informative content in many forms, including printed handouts, PowerPoint presentations, and stickers/flyers. These materials will be presented to relevant local organizations, referred to as ROs (e.g., county commissioners, city council, irrigation districts, water control boards, agricultural organizations, etc.) to communicate key outreach messages for each of the identified WW2050 strategies (e.g., 1.01, 1.02, 1.07, 1.14).

WWBWC will provide space for WW2050 information within the Watershed Watch (WWBWC's quarterly newsletter) to report noteworthy items from BAC and workgroup meetings, implementation progress, completed projects, and upcoming schedules for interested public members to participate actively. The same content will be available for ROs to include in their respective newsletters and posted on the newly created BAC WallaWallaWater.org website.

WWBWC and project teams will be creating outreach kits to be used by a wide range of WW2050 partners and BAC members. These kits will include all necessary materials for use at various formats of outreach events, including tableing and booths. The tool kits will decrease the burden on partners to participate in events throughout the basin and will create a uniform look and messages across partners' engagement concerning the WW2050 outreach. A visual media kit will also be created for use by multiple basin partners, including speakers, microphones, and a projector. This kit will allow partners to go to events where these supplies may not be ordinarily available, thus increasing the reach and access to information in the basin.

#### *Collaboration team:*

WWBWC, OWRD, and WDOE will take the collaborative lead on printed and PowerPoint material design and production. All basin partners will be offered printed and PowerPoint materials, including event kits, for event use. All outreach tools, including materials, text, and supplies placed in the kits, will be reviewed by the Tri-sovereigns, BAC, and the PFO before their use or creation.

#### *Total Task 1 Budget: \$6,100*

**\$1,600 MATERIAL DEVELOPMENT AND COORDINATION** – Staff time for creating comprehensible materials for distribution to the WW2050 basin partners to use when engaging with the targeted audience at events. Creation of handouts/one pagers (up to 7), sticker(s) with

logo and/or slogan (up to 3), and one ~20min long PowerPoint presentation file. This line item also includes staff time for creating quarterly informative newsletter snippets and distributing them to basin partners for use in their newsletters and the WallaWallaWater.org website.

**\$1,250 PRINTING OF MATERIALS** – Cost for handout printing/one pagers/stickers with color printing.

**\$1,750 OUTREACH KIT** (\$350 each kit) - Totes, tablecloths, folding table, pop-up banner, acrylic stands, poster stands. Create five kits as a starting point to test partner interest and functionality.

**\$1,500 VISUAL MEDIA SETUP** – portable projector, screen, speakers, wireless microphone. It is for use by multiple WW2050 partners within the basin to be housed and maintained by the WWBWC and WWCCD.

## *Task 2: PRESENCE AT REOCCURRING COMMUNITY GATHERINGS*

### *Deliverables:*

- **Attend ten community gatherings (5 in Oregon and 5 in Washington state) using materials and content from the WW2050 outreach tools (per TASK 1).**
- **Co-create written event summaries monthly or as needed to summarize key questions and information gathered from the public.**

To increase engagement with a wide range of basin residents and boost their knowledge and familiarity with WW2050 goals and priorities, partners will attend local events. Friday community-focused events were targeted to reach a wide range of community members. Following events, WWBWC will provide the Tri-Sovereigns, BAC, and PFO detailed event summaries that will include but not be limited to estimates of persons engaged during the event, the number of surveys completed, the number of individuals signed up for the WW2050 newsletter (to be created by state outreach staff), as well as a listing of most common questions, concerns, beliefs, or feelings shared by members of the public during appearances. Pictures of the event and event setups will be taken ad-hoc to be shared with the BAC and PFO for future outreach materials.

#### **May-Sept 2024 Fridays on Main Street, Milton-Freewater, Oregon**

*Format: Booth setup at the community event. (4<sup>th</sup> Friday of each month, except Sept)*

#### **May-Sept 2024 First Fridays Art, Walla Walla, Washington**

*Format: Storefront at Blue Mountain Land Trust, or WWCCD, within the community tour map. (1<sup>st</sup> Friday of each month)*

### *Collaboration team:*

WWBWC and WWCCD will lead on this task and collaborate and coordinate with other basin partners and OWRD and WDOE communications and outreach staff. An invite will be extended to the Blue Mountain Land Trust to participate since they also have a downtown location within the event. Other basin partners within the event area will also be reached out to for possible inclusion in this collaboration.

### *Total Task 2 Budget: \$5,000*

**\$5,000 WWBWC and WWCCD PLANNING AND STAFFING SUPPORT (\$500 per event)** – 10 events at roughly 6 - 12 hours of staff time, depending on staffing levels used for planning and event. Time includes approximately an hour of setup, 3 hours at the event, and 1 hour for cleanup.

### *Task 3: CO-HOSTING NEW COMMUNITY EVENTS*

#### *Deliverables:*

- **Co-host ten events (6 Water and Wine and at least 4 Water themed Pub Trivia) across Oregon and Washington using materials from the WW2050 outreach tool kit and the multimedia supplies box.**

The WWBWC and WWCCD will work with local trivia night venues to include water-related rounds in 4 separate trivia events. These events will balance fun, technical, and thought-provoking water trivia with informative elements of the WW2050 goals and general water knowledge.

Partners also will host a series of free "pub talk" style presentations and community discussions throughout the Walla Walla Watershed at various wineries in Oregon and Washington around water issues in the basin. Through increased knowledge sharing in an untraditional platform (i.e., location and informal tone of content), invited "expert presenters" will help build awareness of key water science and management issues facing the Walla Walla Watershed. These presentations will introduce the ideas within and beyond WW2050 and the community members acting as implementers working on creating solutions to growing water concerns.

#### *Collaboration team:*

This project will be a collaborative effort among OWRD, WDOE, WWBWC, WWCCD, and additional WW2050 partners, each bringing skills and resources to the project. WWBWC and WWCCD will share the tasks of including "Flow & Facts: Walla Walla Water Trivia" at venues within the watershed.

### *Total Task 3 Budget: \$5,650*

**\$3,600 WATER AND WINE EVENT (\$500 per event)** - 6 events with roughly 6 - 12 hours of staff time, depending on staffing levels used for planning and events.

**\$600 FLAT-RATE HONORARIUM FOR GUEST SPEAKING (\$100 per event)** – 6 events where invited speakers will be provided an honorarium for their time in pre-event meetings, preparation of presentation materials, as well as presentation and Q&A at the event.

**\$1,000 WATER AWARENESS PUB TRIVIA (\$250 per event)** - 4 events with roughly 3 – 6 hours of staff time, depending on staffing levels used for the event.

**\$1,050 EVENTS ADVERSITING MATERIALS** – Printed materials and Advertising Kits (6 - 8 kits total; e.g., Acrylic Brochure Holder, Printing supplies, Tabletop Acrylic Display Stands), as well as additional handouts and materials.

## Task 4: COMMUNITY COMMUNICATIONS NEEDS SURVEY DEVELOPMENT AND ANALYSIS

### *Deliverable:*

- **Co-create an online community survey of roughly 10-15 questions, which can be taken in under 15 minutes for use throughout the basin at various outreach and engagement events.**
- **Coordinate the review and analysis of the online community survey results.**
- **Co-create a written report and a presentation of findings from the online community survey to the BAC and the Tri-sovereign governments.**

The online community survey aims to engage with the "general public" at an outreach event to complete a well-constructed general WW2050 survey (creation to be a collaborative effort through WW2050 PFO and local organizations). A minimum of 200 surveys (at least ten from each community gathering and hosted event, of which there are 20 in total) will be completed to offer insight into areas of opportunity for outreach regarding BAC/PFO/W2050.

The targeted audience of the survey will be those living within the basin over the age of 18 years. This will collect the largest group of audiences in the basin, focusing on adults who may become engaged in the WW2050 process and projects. Steps will be taken to ensure that the persons surveyed are new to the process each time; in this way, regardless of responses on the survey, the concept of the WW2050 will be spread throughout the community. Questions in the survey will be targeted around general water knowledge, understanding of the WW2050 actions and activities, and general willingness to engage in water conservation actions and activities. Questions will focus on key ideas from strategies 1.01, 1.02, 1.07, and 1.14.

WWBWC will analyze survey results and provide the raw materials and analyzed data to PFO/BAC for use. Data from the survey will also be placed into a formatted report to the BAC and the Tri-sovereign governments to help guide future outreach actions and investments. Within the survey will be an option for those surveyed to enroll for updates/communications for future meetings and events, further inundating them with the crucial collaboration necessary for W2050 to succeed in the basin.

### *Collaboration Team:*

WWBWC, WWCCD, and the OWRD North Central Community Engagement Coordinator will co-lead this task. The PFO, BAC, and the Tri-sovereign governments will also review all information on this task.

*Total Task 4 Budget: \$7,900*

**\$3,000 SURVEY DEVELOPMENT AND REFINEMENT** - Roughly 40 hours of staff time for developing and authorizing survey questions through the Tri-sovereigns, BAC, and PFO. Formatting the survey into a one-page physical copy for collaborators to hand out and turn back in completed surveys and PDF distribution. Creation of SurveyMonkey survey and distribution of link/QR code for collaborators to utilize in survey collection.

**\$1,400 SURVEY ANALYSIS** - Roughly 24 hours of staff time to analyze online surveys to report and present on. This includes manual data entry of physical surveys gathered and returned to WWBWC. At least one hour of survey analysis time per workshop/event will be completed for this task.

**\$3,500 SURVEY REPORTING** - Roughly 60 hours of staff time for the compilation of survey data to show gaps in knowledge in the targeted audience and hone in on what the "asks from the audience" are regarding outreach and other work performed within the Walla Walla Basin Strategy.