

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

- 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"> 1. Include basic background information about Flood Authority, members 2. Include tabs for each meeting, subcommittee, project/study 3. Provide searchable archive of materials (bibliography, etc.) 4. Include frequently asked questions (i.e., why not dredge?) 5. Include information to help demystify the subject (acronym decoder, glossary) 6. Identify deficiencies/gaps in info 7. Provide contact info <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"> 1. To Flood Authority/listserv: <ul style="list-style-type: none"> - After committee meetings - As events occur (i.e., RFQs, decisions, etc.) 2. To general public/elected officials/local leaders <ul style="list-style-type: none"> - High level summaries every 6 weeks or so 	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"> 1. As part of regular meetings 2. Special tours (i.e., 10/7 Legislative Tour) 3. Overflights 	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"> 1. Notify local media outlets about meeting 2. Prepare press releases as needed 3. Need to ensure adequate recordings 4. Follow up with notes 	Lara Fowler
<p>Hold regular Education & Outreach sub-committee meetings</p> <ul style="list-style-type: none"> - Next meeting scheduled for Monday, 9/26 at 1:30 PM 	