

Klickitat Wildlife Area Plan

Communications & Public Outreach Plan - Final

June 24, 2014

GOALS

Consistent with the WLA Planning Overarching Public Outreach Strategy (September 24, 2013), the following are goals of this plan:

- Engage key stakeholders and interested parties in Swanson Lakes Wildlife Area Plan Development
- Educate stakeholders and interested parties about agency mission, wildlife area planning, outcomes of process, and public and resource benefits
- Prevent last minute surprises by encouraging early identification and discussion of issues
- Reflect community and stakeholder input in wildlife area plans, as appropriate and consistent with agency planning objectives
- Make plan information readily available, through multiple channels and venues
- Meet requirements of State Environmental Policy Act (SEPA)
- Utilize multiple methods to communicate with interested parties

TASKS

Task 1. Meet with Klickitat WLA staff and Public Affairs/Outreach (PAO) to refine strategy

Confirm and document roles, responsibilities, products and timelines.

Lands Division Planning Team Members and Roles:

- Clay Sprague, Strategic Advisor
- Lauri Vigue, Project Manager
- Melinda Posner, Strategic Support, Recreation Mgmt Strategy & Stakeholder Outreach Lead
- Janet Gorrell, EIM Lead
- Richard Tveten, Forest, Road and Fire Management Lead
- Susan VanLeuven, WLA Manager
- Sandra Jonker, Regional Wildlife Program Manager

WLA Staff (Susan)

- Review draft text for all communication materials

- Participate in all project planning meetings
- Lead WAAC meetings and/or jointly present with Lands Division Planning Project Manager
- Jointly present/participate with Lands Division Planning Project Manager at AC and public workshops

Lands Division Outreach Lead (Melinda):

- Review draft text from PAO for communication materials
- Facilitate planning team discussions around public workshop planning, WAAC meetings and synchronizing outreach efforts with planning activities
- Coordinate development of display and other communication materials
- Coordinate facility arrangements and other needs for public workshops and WAAC meetings if necessary
- Develop WAAC and public workshop meeting summaries
- Facilitate public workshops and WAAC meetings

PAO (Michelle Dunlop)

- Write, review, refine and approve text for all communication materials
- Post materials to agency Website
- Coordinate online comment tool
- Develop graphic template for communication materials including large-scale display materials
- Manage production of print materials
- Develop and distribute media materials, and conduct media follow-up
- Provide talking points and media outreach support as necessary

Task 2. Establish or refine WLA Advisory Committee membership

Based on the current status of Klickitat Wildlife Area Advisory Committee (WAAC), consider need to expand WAAC to include additional stakeholders. Identify opportunities to expand membership including media outreach, personal contact with interested parties and other methods to recruit members.

Task 3. Develop Klickitat WLA Planning Graphic Template

Outreach materials developed for this plan area will be consistent with the graphic look established for Swanson Lakes WLA. Overall WLA planning messages will be consistent with those developed for Swanson, and new content will be tailored for the Klickitat WLA. The graphical look will be used for all communication materials including the agency Website, PPT presentations, public meeting displays, and print materials. It will incorporate appropriate agency logo, naming conventions and other graphic style elements required/recommended by the PAO office.

Task 4. Develop email database

An email database of organizations and individuals that are within the region and/or within close proximity and/or who may be expected to have an interest in the WLA Management Plan will be

created. This will be used to send targeted e-project updates/meeting announcements, and meeting summaries from public and WAAC meetings. The database will be developed through online internet and phone research and will seek to identify adjacent property owners; recreation users; conservation groups; agricultural interests; business interests; forestry interests; other community/business organizations – Chambers of Commerce, economic development councils; environmental groups and non-governmental organizations (NGOs); local governments; and other state agencies (DNR, WSDOT, etc.).

Task 5. Develop communication materials

This task includes writing, graphic design and production of the following communication materials, based on refinement in Tasks 1 and 3:

Website updates and online comment tool – this will include updating the general WLA Web page, the Klickitat WLA Web page, and other Web information as necessary to ensure consistency and clarity to Web visitors. A WLA-specific email address will be created for the submittal of online comments. The website will be updated to include a list of current AC members, meeting dates and locations, and an information repository for the posting of project documents including AC meeting and public workshop summaries, presentations, planning documents, etc.

Fact sheet(s) – At least one fact sheet will be developed for posting on the Web and for repurposing into hard copies for distribution at the regional office, public meetings, outreach with existing and future WAAC members and other interested parties. A second fact sheet may be developed to highlight key components of the draft WLA plan.

Public meeting postcards – Two postcards will be developed, to publicize the two public meetings. These will be distributed to the email database.

WAAC/Public Workshop Graphic Displays/PowerPoint Presentation/Exhibits – Graphic displays and exhibits will be developed to communicate about key plan elements. The needs for each of the public workshops will be addressed at team planning meetings in advance and be focused on the key objectives of each of the meetings. At a minimum, this will include:

- Project Timeline and Process
- Agency Mission, WLA Planning Goals

News releases – A news release will be developed and distributed to local regional media prior to each public and WAAC meeting. PAO staff will coordinate with the media for placement and provide media tracking information.

Materials will be developed and/or updated for each of the following two outreach milestones:

- 1) Prior to the first public workshop
- 2) Prior to the second public workshop, expected prior to the draft plan being released

Task 5. Meetings

PUBLIC MEETINGS

Scoping Meeting – At least two public meetings will be held for the plan effort. The first will be held at the beginning of the process, before the first Sub-District team meeting. Key topics include:

- WLA planning process overview
- WLA features
- Stakeholder interests/concerns
- Management needs
- Acquisition obligations
- Ecological integrity
- Public access/recreation
- Restoration
- Volunteer opportunities/need
- WAAC recruitment/promotion
- SEPA scoping

Public Workshop 2 - The second workshop will be held after a draft plan is developed, and, in addition to collecting input about the draft plan, will be used to communicate to stakeholders about how their interests and issues identified at the first workshop were addressed. Public workshop 2 will be combined with WAAC meeting 2 if possible and will be focused on the following:

- Summarize key elements and implications of the draft plan
- Communicate about how stakeholders' interests/issues were addressed in plan (or not)
- Encourage public comments through multiple venues including written comment station and comment station, including SEPA comments

WILDLIFE ADVISORY COMMITTEE (WAAC) MEETINGS

At least three WAAC meetings are planned to address the WLA plan effort. However, additional meetings may be held as necessary, as deemed appropriate or as requested by WAAC members.

AC Meeting 1 – The first WAAC meeting will be held after the Planning/Sub-District Team develops draft goals and objectives.

AC Meeting 2 – The purpose of this meeting will be to share status and conclusions of the planning work to date and preview what will likely be presented in the draft plan. This meeting may be combined with the second public meeting.

AC Meeting 3 – The third will to review the final plan, after public and additional internal review/plan revisions are complete.

If not already established, and consistent with the guidance developed by the agency, the team or WLA staff will develop a WAAC charter, procedures and grounds rules for effective meetings. Staff will consider ways to optimize public and stakeholder participation based on location conditions. This may suggest a combined meeting of public workshop and WAAC, or two meetings held the same day. These ideas will be discussed with the WAAC during the formation or refinement of their charter.

Other Stakeholder meetings – There may be particular stakeholder groups that are/are not represented on the WAAC that are interested in having a more focused discussion about the planning effort and impacts to their specific group. They may request or staff may recommend a meeting, separate from the public workshops or WAAC meeting process. These meetings may be precipitated by the emergence of new or controversial information and/or where staff sees benefit in having more focused one-on-one discussions with interested parties. Staff may also consider combining similar stakeholders into one meeting, i.e., conservation groups, recreational user groups, etc.

Task 6. Final Public Outreach Summary – At the end of the planning effort, a final and complete public outreach summary will be created to document the outreach effort. This can be formatted for the plan appendix and SEPA documentation if necessary.

PUBLIC OUTREACH SCHEDULE/ TIMELINE – See attached for a detailed schedule of outreach tasks and timelines.