

**Final Public and Stakeholder Outreach Plan  
for  
Oak Creek Wildlife Area Management Plan Development  
May 2016**

## **GOALS**

**Consistent with the Wildlife Area (WLA) Planning Statewide Public Outreach Strategy (September 2015), the goals of this plan are to:**

- Engage key stakeholders and interested parties in plan development
- Educate stakeholders and interested parties about agency mission, WLA planning, process outcomes, and public and resource benefits
- Build community and stakeholder support for the plan
- Reflect community and stakeholder input in the plan
- Make information about the planning process readily available through multiple channels and venues
- Prevent last minute surprises by encouraging early identification and discussion of issues
- Meet the requirements of the State Environmental Policy Act (SEPA)
- Provide clear expectations about roles and assignments within the agency

## **ROLES & RESPONSIBILITIES**

### **Outreach Team**

The following staff will be involved in planning and executing stakeholder outreach for the plan. They will request assistance from other staff as necessary.

- Lauri Vigue, Oak Creek WLA Plan Project Manager
- Michelle Dunlop, PAO Materials Development
- Scott Mc Corquodale, Region 3 Wildlife Program Manager
- Ross Huffman, Oak Creek WLA Manager
- Melinda Posner, Lands Division, Strategic Advisor/facilitator

### ***Lands Division Outreach Lead (Melinda):***

- Facilitate WAAC meetings and public workshops

### ***Oak Creek WLA Plan Project Manager (Lauri)***

- Facilitate Planning Team discussions for WAAC meeting and public workshop planning
- Coordinate development of outreach materials
- Plan and lead WAAC and public workshops

- Coordinate facility arrangements, develop agendas, prepare meeting summaries for public workshops, and WAACs as needed
- Post materials to agency website
- Collect online public comments and coordinate responses
- Keep current on public and other stakeholder input; ensuring consideration in draft and final plan documents
- Develop public outreach summary for WLA plan appendix
- Conduct tribal outreach

### ***PAO***

- Review, refine and approve text for outreach materials, including website revisions
- Develop online comment tool, directing public comments to identified Lands Division staff
- Develop final outreach materials consistent with project graphic templates including fact sheet, e-news/postcard, comment sheets and other outreach meeting materials
- Manage production of print materials, if necessary
- Develop and distribute media materials; track and document media placements
- Provide talking points and media outreach support as necessary

### ***GIS***

- Develop WLA plan base map (large scale for public meetings; small scale for inclusion in WLA plan)

### ***WLA Plan Project Team Staff (Ross, Scott)***

- Provide WLA photos
- Provide contact information for stakeholders
- Review and approve communication materials
- Participate in planning meetings; WAAC and public meetings

## **TASKS**

### **Task 1 – Confirm tasks and timelines with PAO**

After the kickoff meeting with WLA staff, Lauri will work with Michelle to confirm products and timelines.

### **Task 2. Finalize WAAC membership**

This task includes the recruitment process to develop a more robust WAAC. If necessary, Lauri will work with PAO to develop a news release and recruitment materials, and work with WLA staff to identify and conduct follow-up activities to ensure effective membership.

### **Task 3. Develop stakeholder database**

Lauri will work with Ross and Scott to develop a database of organizations and individuals who are expected to have an interest in the Oak Creek WLA Planning process. This will be used to send targeted

project updates/meeting announcements (preferably via email although regular mail will be used where necessary). Using any existing databases (e.g. PAO and/or regional office may have), the database will include internal and external sources, and will be updated by the PM after each outreach opportunity. The database will 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 4. Develop communication materials**

This task includes writing WLA specific fact sheet(s), e-postcards and other communication materials. Lauri will solicit photos from WLA staff, PAO staff and other sources, if appropriate. These will be used by PAO to integrate into the WLA planning graphic templates.

- **Fact sheet** – Unless there is enough diversity in the WLA units to warrant more, one fact sheet will be developed for the entire WLA, communicating basic facts about the WLA and contact information for the process. Fact sheets will be posted on the Web and distributed at the Region 4 and WLA offices, WAAC meetings and public workshops, and at other venues with interested parties.
- **E-postcard (2)** – Prior to each of the two public workshops, an e-postcard will be developed to promote stakeholder participation at the meetings. This will be distributed to the email database, and if necessary, also distributed via direct mail to those stakeholders without internet communications.

**Website updates and online comment tool** – The Project Manager will review the agency website and Oak Creek WLA planning related pages and make editing and/or formatting recommendations for PAO, in addition to requesting a WLA-specific online email address for public comments. The PM will be responsible for posting updated planning information throughout the process including WAAC materials, public outreach meeting summaries and other plan documents.

**WAAC/Public Workshop Graphic Displays/Exhibits** – Graphic displays, exhibits or other materials will be developed to educate and engage audiences in the WLA plan discussion. This may include information about each of the key plan topics/products, including those noted below. The PM will work with WLA staff, GIS and PAO, as appropriate, to define and coordinate development of materials that can be re-purposed at WAAC meetings and public workshops. A preliminary list of topics/products includes:

- Project Timeline and Process (static)
- Agency Mission, WLA Planning Goals (static)
- WLA base map
- Recreation opportunities
- Hydrology
- Species and habitat data
- Restoration

- Other

**News releases, calendar announcements and PSAs** – To announce each WAAC and public workshop, a news release, calendar announcement and PSA will be developed. The PM will work with PAO staff to identify smaller regional media outlets. 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 outreach milestones:

- 1) Prior to the first public workshop – scheduled for February/March 2016
- 2) Prior to the second public workshop - expected after the draft plan is released, sometime after May 2016

## Task 5. Meetings

**WAAC Meetings:** At least two meetings with the WAAC are planned during the planning process. Additional meetings may be desirable depending on the range and/or type of issues. Especially for controversial issues, it may be helpful to have additional WAAC discussion about certain plan topics.

**WAAC Meeting 1:** The first meeting will be a combination of orientation for working as a WAAC and the WLA planning process, and scoping.

**WAAC Meeting 2:** The second meeting will likely be focused on plan goals, objectives, and performance measures, and be held before a draft plan is ready for public review.

**WAAC Meeting 3:** This meeting could also be combined with the second public workshop as a joint meeting, if found to be useful and convenient. The purpose of this meeting will be to present the draft plan and collect WAAC and public comments before the plan is finalized.

**Public Workshop.** Two public workshops are planned.

**Public Workshop 1 – February/March 2016.** This meeting will be the first opportunity to share information about the process and solicit key input. Staff will develop strategies to optimize public and stakeholder participation. 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. Topics for each of the workshops might include:

- Wildlife Area Planning 101
- Agency Mission, Planning Process/Timeline
- Hear key interests/issues from participants
- 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 focused on:

- Summarizing key elements and implications of the draft plan
- Communicating about how stakeholders' interests/issues were addressed in plan (or not)
- Reporting input from each of the WAAC meetings
- Collecting public comments

**Other stakeholder meetings** – There may be individuals or stakeholder groups that are/are not represented on the WAAC and /or who emerge as a new interest, and who may benefit from one-on-one interaction with staff. Staff may also consider combining similar stakeholders into one meeting, i.e., conservation groups, recreational user groups, etc. if necessary, to dialogue about specific plan issues.

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

## **PLANNING SCHEDULE/ TIMELINE**