



June 16, 2015

TO: Flood Authority Members
FROM: Scott Boettcher, Staff
SUBJECT: Outreach Committee Update

The purpose of this memo is to update Flood Authority members on the Outreach Committee's recent quarterly meeting held 6/16/2015. This topic will be discussed at our 6/18/2015 Flood Authority meeting. Please feel free to call or email if you have questions (i.e., 360/480-6600, scottb@sbgh-partners.com).

6/16/2015 Quarterly Meeting (Centralia Centralia School District Transportation Facility)

Key topics and conclusions from the Outreach Committee's 6/16/2015 quarterly meeting include:

1. Upcoming Fairs (Grays Harbor County Fair, Southwest Washington Fair).

- Grays Harbor County Fair (<http://www.ghcfairgrounds.com/>)
 - Runs 8/05-09/2015.
 - Will have booth all five days.
 - Scott will develop roster of members interested in staffing the booth (2 hour slots).
- Southwest WA Fair (<http://southwestwashingtonfair.net/>):
 - Runs 8/18-23/2015.
 - Will have booth Friday, 8/21/2015.
 - Scott will develop roster of members interested in staffing the booth (2 hour slots).
- Will have booth, sign, five poster boards (visual), computer to show story maps.

2. Visuals and poster boards for the Fairs.

Outreach Committee identified the following as poster board visual concepts for the upcoming fairs:

- Map of the basin showing topography and major drainage features. Map should have outline/shading of 2007 flood footprint along with data related to how much water over what period of time, what depth, etc.



- Small projects completed and underway over time, including farm pads.
- Graphic showing \$ spent and values protected (direct and indirect) over time.
- Graphic outlining Programmatic EIS (scope, timeline, public involvement, \$\$, partners, etc.).
- Alternatives and options determined worthy and not worthy of pursuing further and why (Upper Basin retention structure, I-5 protection, flood proofing, etc.).

3. Story Map – “Chehalis Basin Flood Stories”

Outreach Committee discussed the three story maps being worked on – Farm Pads & Evacuation Routes, Flood Warning System, and Small Projects. Committee felt it important that:

- There be a clear starting point (main page) from which to access these and future stories.
- A “Chehalis Basin Flood Stories” icon be developed that can be placed on Basin websites as means to easily access the stories. See here for a beginning to a starting page - <http://lewiswa.maps.arcgis.com/apps/MapJournal/?appid=6dbd9987e1f94f4facebd8e0eb7313ae>
- Key concepts to convey through the icon and stories include:
 - *Neighborliness* – Progress is and has only been possible by working together. A sense of neighborliness and strength in numbers has been key to progress made in recent years.
 - *Making progress/Getting things done* – Flood hazard reduction is happening throughout the Basin. Projects and progress is clear and evident.
 - *Headwaters to harbor* – The whole Basin (top to bottom) is and has enjoyed the benefits of progress made to date.
- Video testimonials are essential for effective stories.
- Before and after visual are very powerful.

4. Project Signs.

Outreach Committee reviewed and evaluated the Flood Authority’s current sign for use during the 2015-17 biennium (see next page). Outreach Committee determined no changes were necessary and



the sign would continue to serve the function well of advertising Flood Authority endorsed/supported projects.

