




# 2015 ENTIAT OUTREACH OVERVIEW

CASCADIA CONSERVATION DISTRICT

## OUTREACH OVERVIEW 2015

- Outreach Plan Review
  - 2015 Outreach Overview
  - Lessons Learned
  - 2015 Outreach Highlights
  - Questions
- 

- Education
- Encouraging participation
- Providing facts and info
- Understand oppositions
- Two-way communication
- Increase awareness
- Utilize the outreach plan

## OUTREACH PLAN REVIEW

Goals and Objectives

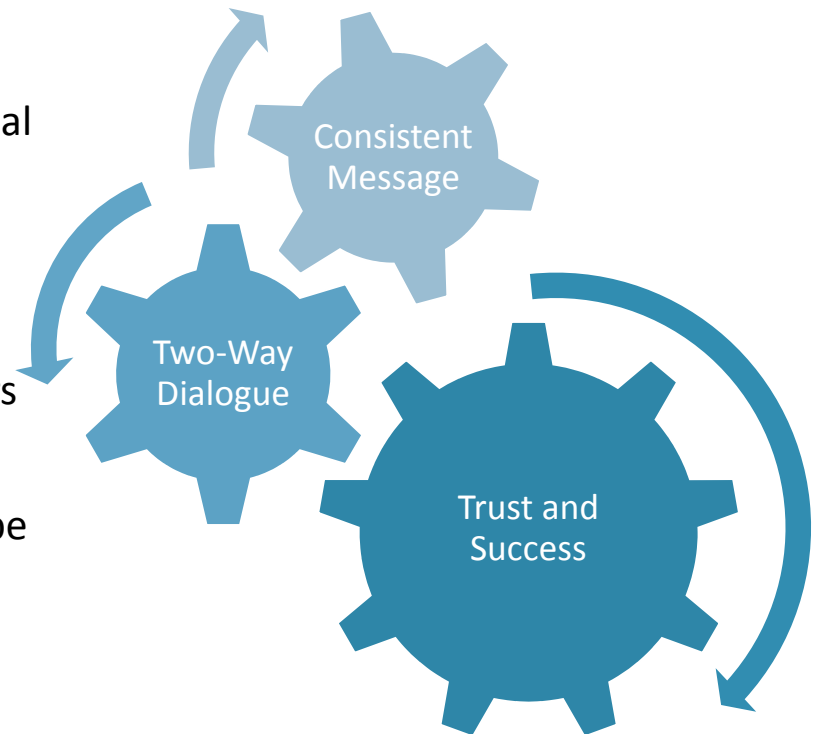
## OUTREACH PLAN REVIEW: KEY ELEMENTS

- Get a *clear* message out
- Get it to the *right* audience
- Get it to them at the *right* time

KEY ELEMENTS
Consistent and Frequent Messages
Deliverer and Receiver Alignment
Effective Feedback Mechanisms
Credibility of Messages and Content

# OUTREACH PLAN REVIEW: CURRENT OUTREACH LIMITATIONS/ISSUES

- Stakeholders recognize collective effort, sometimes confused about who is in charge
- Current communications can be overly technical
- Focus has been more on project cost and characteristics – often at the expense of communicating results
- Inconsistent communication leads stakeholders to draw their own conclusions
- Relationship building with stakeholders must be ongoing
- Finally, a lack of social media use could be limiting outreach efforts as well



- IMW – 2016/2017 Projects – USFWS Monitoring
  - For the Entiat IMW (includes 21 Wenatchee sites)
    - 75 sites
    - 62 total landowners
  - 2016/2017 Projects
    - 6 project areas
    - 7 individual landowners
    - 3 landowners contracted for staging/wood storage
  - USFWS Sampling
    - 8 side channel sites
    - 14 individual landowners
  - USFS PNWRS
    - 10 sites
    - 6 individual landowners

## 2015 OUTREACH OVERVIEW

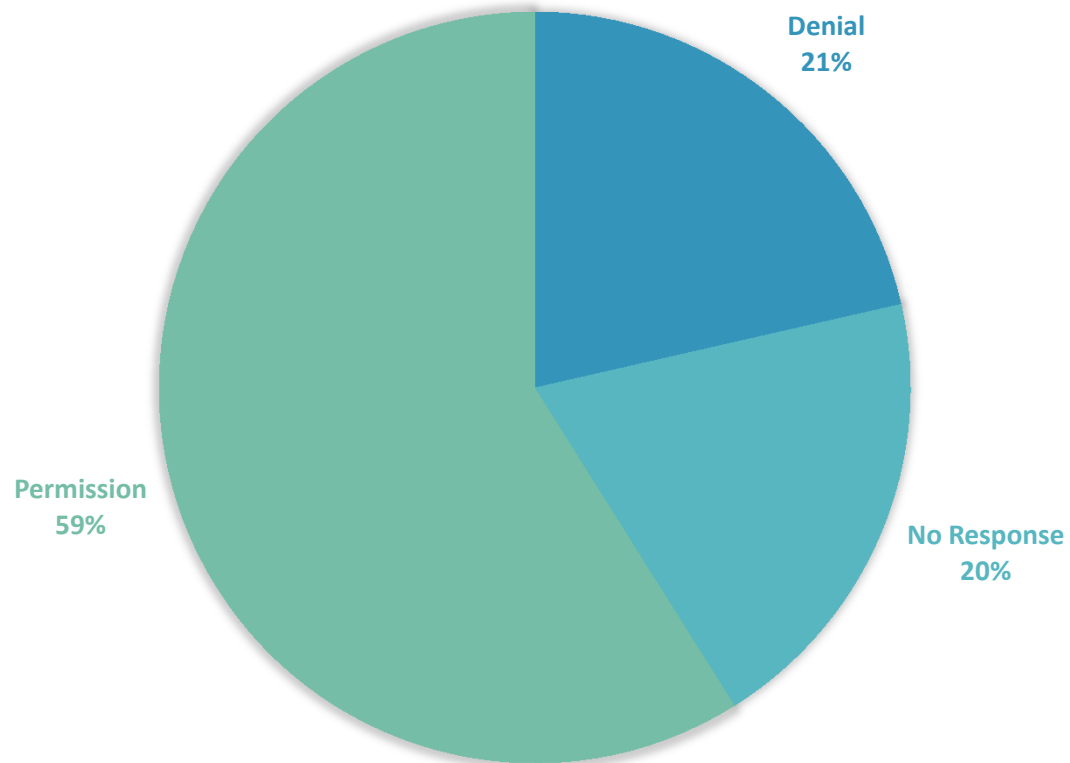
Who are we reaching out  
to in the Entiat?

- **Calls**
  - Approximately 450 calls to gain access, invite individuals to events, etc.
- **Direct Mailing**
  - 100+ direct mailings – invitations, meeting and project notices
- **Newsletters**
  - Four quarterly newsletters sent to 16,000 residents in Chelan County – total of approximately 64,000 for the year
- **Annual Reports**
  - Sent to 1,000 Entiat residents to inform monitoring and projects
- **Entiat Lookout (formerly the Leader)**
  - Monthly Chamber of Commerce Business Journal Articles and Inserts – 1,000 residents – Submitted 6 this year for a total of 6,000
- **Community Events**
  - Swallow Fest, Kite Fest, Summer Fest, Entiat River Appreciation, Entiat Park Opening, Fire Meetings, BAER Meetings, Holiday Bazaar, Chamber of Commerce Luncheons
- **Public Meetings & Field Tours**
  - Hosted three public meetings and two project field tours

## DIRECT OUTREACH METHODS

How are we reaching out to the community?

## ACCESS PERMISSION RATE FOR IMW SITES



## ACCESS RESULTS

Site Permission Rates by Access Allowances



# RECLAMATION

*Managing Water in the West*

## Stormy And Gray Reaches Project Map Book

Entiat River Subbasin  
Chelan County, Washington



July 2014



Prepared by the US Bureau of Reclamation Pacific Northwest Region in partnership with Bonneville Power Administration, Yakama Nation, US Fish and Wildlife Service, Natural Resources Conservation Service, Interfluvio Inc., Upper Columbia Salmon Recovery Board

# LESSONS LEARNED

2016/2017 MIDDLE ENTIAT EXAMPLE

- Implemented comprehensive Outreach Plan
- Hosted several landowner meetings
  - One-on-one, group, site tours, public meetings, focus groups
- Developed various routes for stakeholder feedback
- Collected comments, concerns, and issues on comment form
  - Tracked comments, responses, and history of each comment
- Sought input at every design stage – Concept, 30%, & 60%
- **Project still delayed because the public was not happy with the designs nor the programmatic**
- **We are listening!**

## LESSONS LEARNED

2016/2017 Middle Entiat



## 2015 OUTREACH HIGHLIGHTS

### Community Events

"Volunteer activities in the Entiat promote citizen involvement and environmental stewardship."





- Focus on water quality, natural resource management, and watershed health
- Students work directly with resource professionals to test water samples, measure stream flow, and explore fish habitat
- The students get to use lessons to develop a land-use scenario at the end and even take their ideas to a mock “planning commission” for approval
- The program has been highly successful and has been attended by kids from Wenatchee, Entiat, Cashmere, Leavenworth, and more!

## KIDS IN THE CREEK

A Unique Learning Experience for  
10<sup>th</sup> Grade Science Students



- ERA is a community event hosted by Cascadia
- Focus on riparian and salmon education via scavenger hunts, various educational stations, and fun
- Provides the community a chance to learn as well as have a good time
- 2015 had about 70 people attend, and there was live music and even a magic show
- The event is put on every other year

## ENTIAT RIVER APPRECIATION

River Clean Up, Fun, and Education

QUESTIONS?