

Tillamook Southern Flow Corridor – Landowner Preferred Alternative Outreach Plan



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Developed for
Tillamook County
by the
Tillamook Estuaries Partnership
in partnership with:

Port of Tillamook Bay, US Fish & Wildlife Service,
National Oceanic and Atmospheric Administration, Federal Emergency
Management Agency, Tillamook Bay Habitat & Estuary Improvement
District, Institute for Applied Ecology, Tillamook School District, Oregon
Office of Emergency Management,
Tillamook Bay Watershed Council,
Tillamook County Pioneer Museum, and Bay City Arts Center

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Project Overview

The history of the effort now referred to as the Southern Flow Corridor: Landowner Preferred Alternative (SFC) dates back to 2001. [View that history here](http://tillamookoregonsolutions.com/history-3/) (<http://tillamookoregonsolutions.com/history-3/>).

Approximately one mile north of downtown Tillamook, the SFC project is located at the head of Tillamook Bay and the confluence of the Wilson, Trask, and Tillamook Rivers. It is a 642-acre site (519 acres of restored tidal inundation) and 3,000 acres of flood reduction. The project purpose is to reduce life safety risk from floods, reduce flood damages to property, and other economic losses from floods, while also contributing to the recovery of federally listed Oregon Coast coho salmon and restoring habitat for other native fish and wildlife species.

The project will remove manmade impediments to flood flows to the maximum extent possible in the lower Wilson and Trask rivers floodplain for both flood hazard mitigation and for habitat restoration. The project would accomplish this by removing existing levees and fills along the edges of the sloughs and rivers that border the project area. New setback levees would be required to protect adjacent private lands. Areas outside the setback levees would be restored to tidal wetlands.

Communication of this project to date is fulfilling the need for “nuts and bolts” information sharing regarding the progress of the project, including project description, implementation, planning, reporting, and partner accountability. This communication is managed by Tillamook County and made available at the following website: <http://tillamookoregonsolutions.com/>

The Federal Emergency Management Agency (FEMA) is leading development of an environmental impact statement for the project and also maintains a website with documents, public meeting notices, and other communications related to the project: <http://southernfloweis.org/>



Purpose of Communication and Outreach

Communication and outreach surrounding the Southern Flow Corridor is split into two main purposes:

1. Project Accountability

This type of communication is purely informational, documenting, and communicating the details and progress of the project for partners, key stakeholders, and public.

2. Creative Outreach

This type of communication will capture the story of the project with the intent to appeal to a broader community audience, fostering supportive attitudes and behaviors. This is an important undertaking, as community support is considered imperative to the success of this highly visible and beneficial project.

Because the efforts around **Project Accountability** are well underway, and presumably successful, the remainder of this paper will focus exclusively on **Creative Outreach**. Coordination between these efforts is discussed further under 'Outreach Platforms/Materials/Approaches' beginning on page 17. As in many cases, this is a living document with the capability to be developed, grow, and change over time, as messages may expand, change, and/or develop.

It is the attempt of this outreach plan to make suggestions to Tillamook's community and its partners as to how to cohesively tell the story of the Southern Flow Corridor – Landowner Preferred Alternative project. The attempt is to share similar messages in any branding associated with the SFC project so the various audiences identified hear, see, or read the story in a consistent manner that highlights the good work of the project, in order to foster pride within the community. Ultimately there are differences in viewpoints and certainly the road to this point has not always been easy. It is important to extract the positive concepts and share those. This is an internal document and not the outreach tool. It is a guide for the use of outreach tools referred to in this document as outreach platforms, and may change over time. The SFC is an extraordinary project, one that may be modeled in other coastal communities facing similar issues. The purpose of the plan is to get the story out so others may understand what has gone into this project and to share successes.

In agreement with Tillamook County, the Tillamook Estuaries Partnership (TEP) will act as the primary SFC Outreach coordinator in strong partnership with the above mentioned and dedicated organizations. The TEP will keep the plan current and relevant as it is an internal guiding document that will offer support so that the SFC outreach group can continue to move forward with successful outreach for the SFC project and story. Although the plan is open to change, most of the concepts in this plan will take place during construction or post construction, with the exception being the production of the SFC video that will begin immediately.

Outreach Goals, Objectives, and Tactical Communications

Mission Statement

To inform Tillamook County residents and community leaders, and to engage and educate the general public about the SFC project in order to foster a sense of pride, awareness, and support for the benefits and resiliency it will bring to the community.

Key Objectives

1. To create messages that highlight the multiple benefits of the SFC project that will be consistently used by all partners and are consistent with the Oregon Solutions project goals:

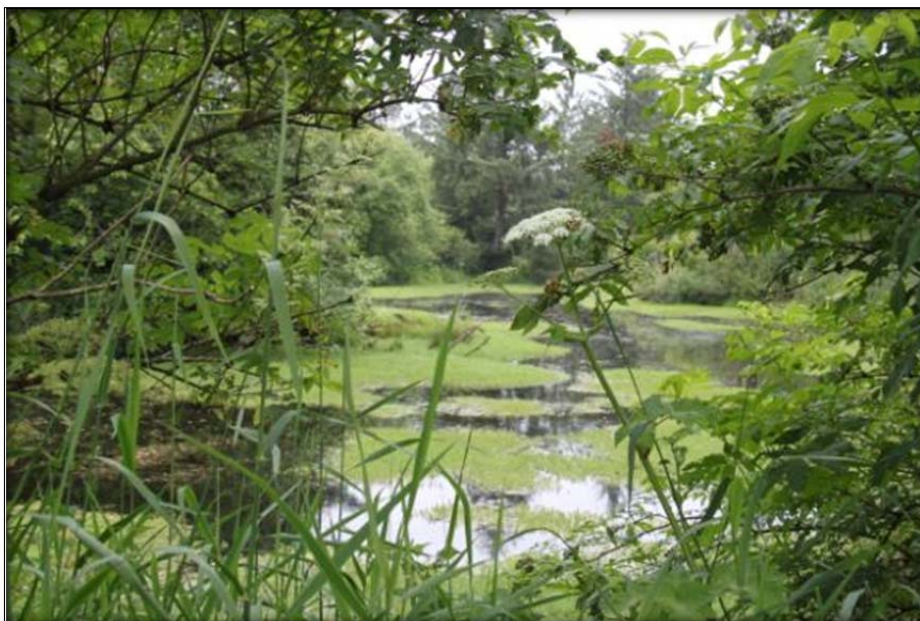
Long-term ecological and socio-economic outcomes include:

- reduced flooding in the Highway 101 business corridor and adjacent residential/agricultural lands, including measureable reductions in flood elevation and duration;
 - improved freshwater and estuarine water quality, including reductions in temperature, dissolved oxygen, and turbidity;
 - increased habitat complexity and availability across the range of tidal wetland habitats; and
 - enhanced ecological function benefitting aquatic, terrestrial, and avian species.
2. Transparency (additional to existing website) with the public regarding the post-project progress.
 3. Invite local and visiting community to rediscover Tillamook.
 4. Create awareness and appreciation for the function of the estuary at this specific site; how it works.
 5. Clearly demonstrate the benefits of flood mitigation and a flood-resilient community.
 6. Foster pride in the community for healthy, well-functioning ecosystems.
 7. Inspire the community to celebrate the collaboration essential to the project's success; highlight the importance of partnerships across many levels of government, with NGOs, and private landowners for the greater good of the community.

Tactical Communications

1. Storytelling – Creating Awareness:
 - a. Relate the difficult history of this site
 - b. Communicate the unique qualities of this particular project
 - c. Illustrate the vision of a flood resilient future
 - d. Highlight desired outcomes citing science and planning
 - e. Promote community, economic, environmental resilience
 - f. Illustrate the proposed vision of the site's future

- g. When possible, uses personal stories of individuals involved in the project to achieve a-f above.
2. Information and Education:
- a. How and why estuaries function
 - b. Benefits of flood mitigation/restoration
 - c. What the community gets for its money
 - d. How this project is designed to work
 - e. “Living Laboratory” opportunity for scientists and biologists to discover
 - f. Discuss the site as it relates to climate change
 - g. “Living Classroom” provide opportunities to join the effort through citizen science and youth education
 - h. Highlight fisheries and juvenile fish habitat
 - i. Acknowledge and celebrate the community that uses the site
 - j. Recognize the long term future of the site and potential uses, name, brand, discovery...
3. Demonstrate progress and success:
- a. Document changing look of the site during construction
 - b. Ecological change (short and long term); results of monitoring
 - c. Social process and/or change in the community
 - d. Flood Reduction
 - e. Economic Benefits within rural and temperamental economy
 - f. Show pre-conditions/functions
 - g. Recreational change, short and long term
 - h. Document progress/success involving recreationists and local students



Many years of discussion have been had regarding the SFC project and it is only fair to acknowledge and summarize some of the key tenets, characteristics, and personality of the project here, as the core messages were considered.

Core Tenets

Multiple Benefits - *To species, to humans, to economy, to the environment, to the community*

Resiliency - *Creating community flood resiliency and fish & wildlife sustainability*

Connectivity - *Project to community, community to its land, land to fish& wildlife, community to partners, community to each other*

Diversity - *Of approaches to solution, of project benefits, of habitat, of those involved*

Project Attributes

Multiple Benefits

Partnerships

Confluence

Connectivity

Resiliency

Diversity

Significant

Reawakening

Dynamic

Holistic

Complex

Trusting

Functioning

Personality of Project

Thoughtful

Scientific

Well-planned

Diverse

Invested

Collaborative

Hopeful

Perseverant

Persistent

Approachable



Key Messages

As one of the largest restoration projects to date, in Oregon, it can be said that the core statement for the Southern Flow Corridor – Landowner Preferred Alternative project is, *‘Merging habitat restoration with flood reduction efforts to create benefits for people, fish, and community’*.

The following storylines may overlap throughout the varying Key Messages giving each message the ability to ‘stand alone’ or in conjunction with each other.

1. Learning from History and Looking Towards the Future

This site has a rich history that looks vastly different than its current state. While we cannot identically recreate the past, this project will re-establish natural process that reflects a healthy, sustainable ecosystem.

Storylines:

- History of the connectivity of the waterways of Tillamook County, the Native Americans, the importance of salmon populations, and resiliency of the people that have lived here over time
- Biological explanation of the interconnectedness of the watershed, the wetlands, the bay, on out to the ocean. The importance and science of a functioning wetland and its purpose. The lay of the land.
- Why a well-functioning estuary is a good thing
- The 1996 Flood serves as a catalyst for a community to investigate solutions to the devastation and brings diverse partners to the table for long, hard conversations
- Flood impacts of various land/ water uses (dairy, business, public safety, fishing, recreation, oysters/clams)
- What the future can look like and how other communities may learn from this project.
- Coexisting nature, business, agriculture, recreation, wildlife...

2. Confluence of Purpose: Environment, Economy, Community

Floods caused economic and environmental devastation. The Tillamook community and its many partners have come together to find the answers for people, fish, and wildlife.

Storylines:

- Local people working hard and enjoying natural resource recreational opportunities; Commercial/recreational fishing, clamming, crabbing...
- The businesses/agriculture/people of Tillamook County
- Highway 101 floods are devastating; show/discuss flood devastation ‘before’ the project’s effect: major flood event; aerial maps - backs up the Wilson and spreads
- How this project scientifically plans to reduce floods; show/discuss the ‘after’ of the planned effect: how far the flood reduction impact is

- Flooding's negative impacts on residents, livestock/farms, business, community and economic health
- The economic benefits of the project floods/habitat
- Restoring to functioning wetlands not only for flooding but for wildlife
- Why a well-functioning estuary is a good thing
- Connectivity; Healthy environment, healthy business, healthy people
- Coexisting nature, business, agriculture, recreation, wildlife

3. Diverse, yet Connected

The Southern Flow Corridor project has two primary purposes: Flood reduction and habitat restoration. These purposes are not exclusive of one-another, and both are potential benefits the community and partners will witness as a result of this project.

Storylines:

- Flood reduction benefits, business, safety, etc...
- 14 miles of stream restoration
- Reversing the decline of coho, increased salmonid distribution/density, improved habitat quality, increased habitat complexity, enhanced ecological functioning
- Benefits to other non-fish species (birds, mammals, amphibians, etc.)
- Improved wildlife-dependent recreation (more fish/birds/diversity)
- Creating a living laboratory, wildlife viewing, a community asset
- Lead into Hoquarton/Downtown project; proximity
- The concept of this project (solutions, science, and data) can be transferred to other flood impact areas of the County/State/Region
- How this project scientifically plans to reduce floods; showing how far the flood reduction impact is
- Indirect/Direct economic benefits of this project
- Connectivity; Healthy environment, healthy business, healthy people
Economic benefits (jobs, less devastation by floods, better experience for recreationists/visitors)



Project Benefits and Potential Messages by Target Audience

This section defines the audiences of the SFC outreach and what messages may cause each audience to feel informed, engaged, or educated about the history, current phase and/or future of the project. Additionally, the messages are created to foster sense of pride, awareness, and support for the project by the respective audiences. The messages in Table 1 are suggestions and can be found in detail on pages 10-11.

Audiences:

Local Community

Affected Landowners/Businesses

Agricultural Community

Commercial Fishing Community

Recreational Fishing Community

Educational Community (Students, Educator, Life-long Learners)

Future Residents and Community Leaders – Youth

Non-consumptive Recreationists (Hikers, Birders, Visitors)

Conservation/Restoration Practitioners

Outside Business Investors

Partners



Table 1

Audience	Benefit	Potential Messages (pg. 10-11 for full messages)
Local Community		
<p>Local Community includes County residents, land owners, business owners, community leaders, and the youth of Tillamook County</p>	<ul style="list-style-type: none"> • Improves Flood Resilience • Restores Wetlands and Fish Habitat • Improves Public Safety • Improves Water Quality • Improves Ecological Function • Reduces Economic Loss from Floods • Reduces Floods in Hwy 101 Corridor • Increases Job Opportunities • Increases Tourism Opportunities • Opportunity to “Rediscover Tillamook” 	<ul style="list-style-type: none"> • The SFC Story • Learning from History and Looking Towards the Future <ul style="list-style-type: none"> - Biological explanation; well functioning estuary; what the future can look like (pg. 10) • Confluence of Purpose: Environment, Economy, Community <ul style="list-style-type: none"> - How project plans to reduce floods; economic benefits; why a functioning estuary (pg. 10-11) • Diverse, yet Connected <ul style="list-style-type: none"> - Flood reduction benefits; habitat restoration benefits; economic benefits (pg. 11)
Agricultural Community		
<p>Includes landowners within project restoration site, flood mitigation site, and/or land owners adjacent to either</p>	<ul style="list-style-type: none"> • Improves Flood Resilience • Improves Public Safety • Reduces Economic Loss from Floods • Reduces Floods in Hwy 101 Corridor • Increases Tourism Opportunities • Improves Water Quality • Boosts Local Economy via Contractors 	<ul style="list-style-type: none"> • Learning from History and Looking Towards the Future <ul style="list-style-type: none"> - Biological explanation; well functioning estuary; what the future can look like (pg. 10) • Confluence of Purpose: Environment, Economy, Community <ul style="list-style-type: none"> - How project plans to reduce floods; economic benefits; why a functioning estuary (pg. 10-11) • Diverse, yet Connected <ul style="list-style-type: none"> - Flood benefits; habitat restoration benefits; economic benefits (pg. 11)

Audience	Benefit	Potential Messages (pg. 10-11 for full messages)
Affected Landowners/Businesses		
<p>Agricultural Community may be a land owner or farmer within the project restoration site, flood mitigation site, or that of the grater Tillamook County agricultural community and/or TCCA</p>	<ul style="list-style-type: none"> • Improves Flood Resilience • Improves Public Safety • Reduces Economic Loss from Floods • Improves Water Quality • Reduces Floods in Hwy 101 Corridor 	<ul style="list-style-type: none"> • Confluence of Purpose: Environment, Economy, Community <ul style="list-style-type: none"> - How project plans to reduce floods; economic benefits; why a functioning estuary; coexisting w/nature (pg. 10-11) • Diverse, yet Connected <ul style="list-style-type: none"> - Flood reduction benefits; habitat restoration benefits; economic benefits (pg. 11)
Commercial Fishing Community		
<p>Includes, commercial fishermen, businesses reliant on commercial seafood, restaurants</p>	<ul style="list-style-type: none"> • Improves Substantial Habitat • Improves Water Quality • Increases Habitat Complexity • Increases Habitat for Juvenile Rearing 	<ul style="list-style-type: none"> • The SFC Story • Learning from History and Looking Towards the Future <ul style="list-style-type: none"> - Biological explanation; well functioning estuary; habitat complexity; what the future can look like (pg. 10) • Confluence of Purpose: Environment, Economy, Community <ul style="list-style-type: none"> - How project plans to reduce floods; economic benefits; why a functioning estuary (pg. 10-11) • Diverse, yet Connected <ul style="list-style-type: none"> - Flood reduction benefits; habitat restoration benefits; economic benefits (pg. 11)
Recreational Fishing Community		
<p>Benefit statement...Includes recreational fishermen, visitors that fish, families, businesses that supply fish gear/equipment</p>	<ul style="list-style-type: none"> • Improves Substantial Habitat • Improves Water Quality • Increases Habitat Complexity • Increases Habitat for Juvenile rearing • Increases Sport Fishery Opportunities • Increases/sustains Economic Benefits –spending 	<ul style="list-style-type: none"> • The SFC Story • Learning from History and Looking Towards the Future <ul style="list-style-type: none"> - Biological explanation; well functioning estuary; what the future can look like (pg. 10) • Confluence of Purpose: Environment, Economy, Community <ul style="list-style-type: none"> - Flood reduction; economic benefits; why a functioning estuary (pg. 10-11) • Diverse, yet Connected <ul style="list-style-type: none"> - Flood benefits; habitat restoration benefits; economic benefits (pg. 11)

Audience	Benefit	Potential Messages (pg 10-11 for full messages)
Education Community		
<p>Future Residents Future Leaders Educators School Districts Students</p> <p>As the SFC grows from a project to a destination, educational opportunity will present itself in many ways: is 4-H, Environmental Education/Field Education, Teachers, STEM teachers/learners/curriculum development/living classroom/citizen science for adults and students/</p>	<ul style="list-style-type: none"> • Improves Substantial Habitat • Improves Water Quality • Increases Habitat Complexity • Improves Public Safety • Reduces Floods in Hwy 101 Corridor • Improves Flood Resilience • Increases Habitat for Juvenile rearing • Reduces Economic Loss from Floods • Increases Future Economic Resiliency • Increases Sport Fishery Opportunities • Improves Future Commercial Fisheries 	<ul style="list-style-type: none"> • The SFC Story • Learning from History and Looking Towards the Future • History of site; Biological explanation; well functioning estuary; what the future can look like (pg. 10) • Confluence of Purpose: Environment, Economy, Community • How project plans to reduce floods; economic benefits; why a functioning estuary (pg. 10-11) • Diverse, yet Connected • Flood reduction benefits; habitat restoration benefits; economic benefits (pg. 11) • Living Classroom
Non-Consumptive Recreationists (Hikers, Birders, Walkers, Visitors)		
<p>Includes Hikers, Birders, Visitors, Photographers, Nature seekers</p>	<ul style="list-style-type: none"> • Increases Habitat Complexity • Improves Public Safety • Reduces Floods in Hwy 101 Corridor • Improves Flood Resilience • Improves Substantial Habitat 	<ul style="list-style-type: none"> • The SFC Story (include messages from (pg. 10-11) - Living laboratory • Learning from History and Looking Towards the Future

Audience	Benefit	Potential Messages (pg. 10-11 for full messages)
Conservation/Restoration Practitioners		
Includes Partners, Watershed Councils, Land Trusts, Scientists, Biologists	<ul style="list-style-type: none"> • Provides Field/Live Learning Biology • Improves Substantial Habitat • Improves Water Quality • Increases Habitat Complexity • Improves Public Safety • Reduces Floods in Hwy 101 Corridor • Improves Flood Resilience • Increases Habitat for Juvenile rearing • Reduces Economic Loss from Floods • Increases Future Economic Resiliency • Increases Sport Fishery Opportunities • Improves Future Commercial Fisheries • Provides Field/Live Learning Biology 	<ul style="list-style-type: none"> • The SFC Story • Learning from History and Looking Towards the Future <ul style="list-style-type: none"> - Biological explanation; well functioning estuary; what the future can look like (pg. 10) • Confluence of Purpose: Environment, Economy, Community <ul style="list-style-type: none"> - How project plans to reduce floods; economic benefits; why a functioning estuary ((pg. 10-11) • Diverse, yet Connected <ul style="list-style-type: none"> - Flood reduction benefits; habitat restoration benefits; economic benefits; benefits fish/non-fish species; connectivity; Living laborartory (pg. 11)
Outside Business Investors		
Includes out of community potential business investors	<ul style="list-style-type: none"> • Reduces Economic Loss from Floods • Improves attraction for Business/investing 	
Partners		
Includes all partners	The above benefits will all affect the contributing partners with varying priorities, but generally all can apply.	All

Outreach Platforms/Materials/Approaches

SFC creative outreach will be accomplished using the following platforms, materials, and approaches, listed and described below in order of chronological priority, not necessarily making something more important over another. This information is laid out in a timeline for the next 25 months, broken down into four phases in unison with project construction in Appendix A.

High Priority

- Video(s)
- Time-lapse documentation
- Presentations
- Stock Photos

Medium Priority

- Signage/Kiosk
- Live web-cam
- Press Releases, Articles, and Other Media
- Bulk Emails
- On-the-Ground Events

Low Priority

- Website for Creative Outreach
- Facebook Page/Social Media
- Newsletter
- Branding
- Give-aways
- Other

High Priority

Video(s) – This pre-construction phase offers an opportunity to capture the site before, during, and after with digital film and to develop ‘The SFC Story’ visually. The initial video may serve in many capacities including, on the Tillamook Oregon Solutions website; on the new FB page; be sent in an emails; CDs can be made to be handed out in ‘business card style’; it may be played at presentations; on local cable TV; used in classrooms; or used in other areas considering a similar project. This initial video has a chronological backdrop produced from the July 28, 2015 SFC Video Meeting (See 7/28/15 Meeting Notes – Julie Chick, Tillamook Estuaries Partnership, julie@tbnep.org). The Tillamook Estuaries Partnership has agreed to assist and partner with the County as one of the leads of producing the initial video.

The request for proposals for the initial video ought to include the possibilities that there may be subsequent mini videos that come from this first effort. The RFP for the SFC outreach initial video is being developed by the TEP with the County’s oversight, at the time of this draft.

Time-lapse Documentation – There are two primary purposes for good time-lapse documentation. The first being a time-lapse creative video rendering of the construction phases, including visuals directly on-site before, during, and after for archiving purposes. It is important to have on hand, these time-lapse creative renderings, for a whole host of purposes, some included here in the outreach plan and others unforeseen.

The second is a high image quality video time-lapse rendering of the project construction, including the site before during and after, which will also include the movement of tides, changes of weather and seasons. These high quality image renderings will also be archived for all sorts of uses but primarily intended for use in the production of at least one high quality SFC video. Other outreach opportunities may include signage/kiosks, potential banners, mini-videos, print materials, etc. all of which prefer a high image quality.

The TEP will manage and maintain the cameras on the site, as well as place them on or around the site for time-lapse recording use, with Tillamook County’s oversight. They will notify the County when and where they are placed and what the duration will be. It is easy to anticipate that the cameras will get used initially quite a bit, while the summer and fall weather is still dry. The cameras will be set up to capture some of the winter storms and extreme (king) winter tides and most positively during the construction phase with the intent to capture before, during, and after of on-site construction. To prevent vandalism and/or theft, their exact locations on the public site will not be public knowledge, as the equipment is expensive and sensitive.

The latter camera package has been purchased by the County along with special battery solar charger and weather proof housing. Further discussion of the management of this camera package and uses is below under ‘Photo Equipment and Documentation Management’ page 23. Specifications of the time-lapse package can be found in Appendix B item B.

The two cameras for documentation and archive purposes have been researched and can be found in Appendix B items A & C.

Presentations – As the construction phase approaches, presentations ought to be coordinated with Tillamook County. The County may be already considering various presentations, and they may consider inserting some of the outreach messaging, video(s), time-lapse videos and/or photos.

Outreach presentations can stand alone too, but ought to have some coordination of timing and content with Tillamook County. If there are highlights such as before and after visuals, new discoveries, student projects on site, and of course the construction phase and final breach.

Stock Photos – It is not a lie that a picture is worth 1,000 words. Here, stock photos refer to any photo in archive to be used for any project reasons, in this case creative outreach. Stock photos are a “stockpile” of photos to choose from as opposed to not having an image on hand and in turn, requiring someone to go on site to shoot a photo. Anyone visiting the SFC site ought to be taking photos for stock usage. Stock photos of the site can be useful no matter the content. They can reflect beauty, before/after, vegetation, wildlife, people working, studying, learning, and recreating.

To date, baseline monitors have gathered photos of a variety of subjects. These photos were taken to document existing structures, and current vegetation communities and other...These "before" photos will hopefully highlight any dramatic changes in plant communities, many of which are currently dominated by non-native species, as they shift towards communities that host more native and salt tolerant marsh species.

Medium Priority

Signage and/or Kiosks – Once construction is finalized consideration will be given to where signage will be place to invite, inform, and educate visitors of the site as to what they are looking at and to brief of the ‘SFC Story’.

Additionally, working closely with the City of Tillamook in the development of Foundary Park on the Hoquarton Slough will bring opportunities for signage/kiosk(s); plans are conceptual at this time and signage discussion for this area may be better suited with the City of Tillamook and/or in the future updated SFC Management Plan which will include the Recreation Plan and/or Outreach Plan.

Live Web Cam – This may be a useful temporary tool for the onsite construction phase so the public can see what is actually taking place without having to burden the construction site with congestion and on-lookers, as space is extremely limited and private landowners border the project site. Additionally, partners who are not in the area can watch the progress of construction as it takes place, without having to be on site. The live web cam would be temporary and Appendix B item D gives an example of the cost consideration, and pros and cons from one company. This would require an Information Technology (IT) person devoted to the success of this camera system. The Necanicum Watershed Council has some experience with the use of a live web-cam system and may be helpful when deciding if/how/when. It makes sense that the County accept this responsibility should this outreach platform be chosen.

Press Releases, Articles, and Other Media – As the project moves into construction phase the opportunity for the SFC story will begin to come to life. It will be important for partners to coordinate with Tillamook County as to what they are distributing (or not) so efforts are not unintentionally duplicated or overlap, and to ensure that printed releases about specific highlights are in fact shared, at minimum, locally.

This may be a perfect opportunity to partner with Visit Tillamook Coast and ask if they can assign a writer to produce a series of articles over the next 15 months. This would be a continuum story that is shared in approximately 4 articles and corresponds with what is happening on the ground, and printed both locally and shared regionally.

Other ideas for creative SFC outreach using the media are stories produced by regional experts including OPB's Steve Amen, KGW's Grant Mcomie, King5's NW Backroads, and Visit Tillamook Coast may have ideas and contacts beyond these, as the SFC Story will be a model for coastal towns not only in Oregon but up and down the west coast and beyond.

Bulk Emails – These accounts alleviate the possible spam issues that may arise around having too many recipients from any one outgoing email provider. In addition, a bulk email account allows for easy contact list management, creative email development, and archives all past emails created and sent within the account. These emails can contain visuals of all sorts with creative formatting that standard desktop emails cannot do. Some bulk email providers are: Vertical Response, Constant Contact, and Mail Chimp. A certain amount of time, energy, and consistency will be required to make this an effective tool and may be best carried out by a lead person(s). If this is a chosen outreach tool, it would be recommended to create a 15 month calendar of the timing and content of emails to go out and be coordinated with Tillamook County.

On-the-Ground Events – A certain community celebration event should be planned for immediate post-construction. The video can be finalized at the final breach and dispersed at this celebratory engagements and events. Final construction will drive the date of both final video filming/editing and this event. It is on the timeline (Appendix A) for the Post Construction phase.

Other events may arise, for example as part of the Tillamook Estuaries Partnership's 'State of the Bays Field Events' – October 2015; they will be touring the SFC site with the County as lead. As opportunities arise for site tours, and/or recreational opportunities, they ought to be coordinated with the County and be added to the SFC outreach timeline.

Low Priority

Website for Creative Outreach – Considering at the time of this plan there is a comprehensive website <http://tillamookoregonsolutions.com/> regarding all project aspects, it may be better served to consider a 'creative' website page for the intermediate and/or long term. Perhaps once the site construction is finalized and the future uses of the SFC site are determined such as tours, events, recreation, education, etc., a strategic and creative website may be considered. It may be appropriate to add a new tab on the existing page for this 'creative outreach'. A 'Like us on Facebook' icon ought to be implemented on the current website regardless of a second website page or not, once a SFC Facebook (FB) page has been developed.

The short-term messaging (12 – 15 months) may be delivered via other, more immediate, social media tools such as a SFC Facebook page (and/or partner’s FB page), Twitter, and/or Pinterest all taking into account each require a reasonable amount of energy and consistency to be effective.

Facebook Page and/or Other Social Media – The immediate FB outreach opportunity, while the project is in the construction phase, is to involve the County, TEP, POTB, and/or partners to use their existing FB pages to share the ongoing message. It will be most effective if one partner creates a post, then for all partners to share that same post to initiate move views and/or likes. Visit Tillamook Coast may be able to offer some support in sharing to their larger FB networks. It is important for the posts to consider the ‘Key Messages’ within this plan to produce a post of any kind.

In the future as the site develops into a long destination, a SFC Facebook page can be created and managed for daily/weekly updates about projects, tours, presentations, construction, education, messaging, and information. It can also ‘tell the SFC Story’ over a period of time using the Key Messages on pages 10-11. The ‘post scheduling’ feature of FB gives the ability to create a batch of posts and allows for a scheduled timing of these pre-prepared posts. FB analytics give insight as to who is actively participating on a page, and what posts are more effective than others. FB is only effective when managed, maintained and kept up to date.

Give-aways – As the SFC project and story develops and the SFC Management Plan is updated to include a Recreation/Outreach Plan, consideration should be made to some initial keepsake items that can be given away or sold: T-shirts, hats, coffee mugs, etc. all to lead people back to the SFC Story on Facebook, County website(s), etc. to initiate interest and awareness and finally pride and ownership of this model project.

SFC Newsletter – Success of newsletters is dictated by a dedicated timeline and consistency for issue distribution and well thought out content. It is an outreach tool to be considered for the long-term once the project is complete and the future uses of the site are better understood.

Branding – After the construction phase, the County will look at the future of the site and what it may be, a preserve, a reserve, and/or other... It is at this time the long term vision will be developed for the property as it transits from a ‘project’ to a life-long community asset. This is when branding will make best sense, such as a logo, “a look”, for SFC in order to create products that are consistent in all marketing efforts. Additional signage, maps and/or printed materials may make good sense at this later date.

At this time, and through the construction phase, the key messages are what will hold the consistency throughout the outreach and marketing over the next 18 – 24

months. As the future of the site unfolds and becomes more clear, it will present an opportunity for the County to come back and address a more thorough marketing/outreach campaign, to consider a consultant. This is when a logo/look, consistent with messaging, can be developed for the long-term. This plan will help guide those efforts forward.

Cost Considerations for Outreach Platforms/Materials/Approaches

The below considerations for costs are intended to be over the next 12 – 25 months of outreach and/or through post construction phase in case the construction phase is delayed. Appendix A shows a timeline for these various outreach platform/material/approaches.

The USFWS has dedicated a total of \$28,343 towards these outreach efforts to fund contractors/vendors and outreach supplies. Tillamook County holds \$5843.00, to date, which is intended for purchase of two time-lapse cameras (Appendix B) with the remainder to cover any of the costs of the services and/or items listed below (items A – M).

USFWS and Tillamook County have agreed that TEP will enter into an Assistance Agreement with USFWS to administer the remaining \$22,500.00 of outreach funds. The funds will be used to support the various outreach strategies in this plan.

The administration of these funds will be detailed in the Assistance Agreement and will include all aspects of fiscal administration. MOU's with partners may provide additional clarity.

The purpose of the cost considerations below are for quick informational purposes only. They are to provide a 'starting point' when outreach ideas are initiated. The costs are subjective and can obviously vary greatly. They do not reflect the intent of the SFC Outreach Committee's decisions or proposed budget and can be used as reference only. They are preliminary and subject to change based upon more detailed strategies around each element.

- A. Creative Webpage and/or Website (NEW) \$1200 - \$2500
- B. Video of the whole story \$4000 – \$20,000
- C. Social Media
- D. Stock and Video: Photography /photographer/drone aerial photos \$1000-\$5000
- E. Time-lapse camera(s) \$200 -\$3500
- F. Newspaper Ads \$1000
- G. Celebration outreach event(s) \$1000
- H. Signage \$1400 - \$3000
- I. Give-aways \$1500
- J. Printed materials \$1000 - \$3000
- K. Live –web camera plus monthly \$5000 -\$6000 and \$200-\$400/month (public safety so public can be involved without being on site)
- L. Presentations
- M. Stock Photos (above photography)
- M. Other

Photo Equipment & Documentation Management

Time-lapse Cameras – In agreement with Tillamook County the time-lapse cameras will be housed at the offices of the Tillamook Estuaries Partnership (613 Commercial Ave., Garibaldi, OR). The purpose of the cameras is exclusively for SFC outreach and County use. Although the primary use is for creating time-lapse videos, they cameras are capable of digital video and still shots and may be used for such purposes on the SFC outreach project.

While TEP is facilitating the use of the cameras, Tillamook County will be responsible for insuring, maintaining, replacing, and upkeep of these cameras.

Stock photos - The Tillamook Estuaries Partnership and the County will house all photos in duplication for use of outreach purposes, monitoring, and reporting. It may be viable to create a public access account for storing photos so the community and partners may access photos for outreach purposes. There are many options for storing and accessing images available ranging from free to nominal monthly/yearly fees. Some of them are: Flickr, Google Photos, Apple Library, iCloud Photo, Amazon Prime Photos, Photobucket, This Life. (see comparisons here: <http://www.cnet.com/how-to/comparing-the-best-ways-to-store-your-photos-online/>)

Roles & Responsibilities

The following is a list of individuals/other entities having a role in the development and/or implementation of the Plan.

Name(s)		Organization(s)	Responsibilities
Julie Chick	SFC Outreach Plan	Tillamook Estuaries Partnership (TEP)	Drafts plan, seeks concurrence, updates plan, tracks implementation
Julie Chick, Aaron Palter, Rachel Hagerty, Tilda Jones, Charlie Wooldridge, Gary Albright, Lauren Senkyr, Rob Russell, Patrick Stark	Video Committee	TEP, POTB, Tillamook County, TBHEID, Bay City Arts Center, Tillamook Pioneer Museum, NOAA, TBWatershed Council, USFWS	Develop outline, work with videographer to film/produce SFC story
Dave Harris and Julie Chick	Video and stock photos	TEP	Manage time lapse cameras
		TEP and County	Manage stock photo library

?			Draft content for websites, social media accounts, newsletters, bulk emails, signage
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SFC Outreach Beyond October 2017 and Recreation Plan

The SFC –LPA project offers a positive outreach opportunity for the rediscovery of Tillamook. Many partners and community members have spent countless hours and time creating a project that culminates with construction in spring 2016 with the outcomes of reduced Tillamook community flooding and many acres of restored habitat. Once the project construction is complete and nature begins to ‘make adjustments’ to the property, this will be a good time for Tillamook County and its partners to evaluate the outreach plan when updating the SFC Management Plan and make modifications to this plan according to the property’s behavior and successes of the outreach to date. In addition, this would be a good time for Tillamook County to consider a recreation plan for the SFC property and the Foundary Park area, once we have seen what nature offers.

Appendix A: SFC Outreach Packaging Timeline

Activity	Deadline	Responsibility	Detail/Strategy/Status
Current – August 2015 – October 15, 2015			
Complete Draft SFC Outreach Plan for Review	August 2015		TEP to complete and distribute SFC Outreach Plan for feedback
SFC Video production begins	September 2015		Hire videographer, continue storyline w/subcommittee, interview locals,
Time-lapse video and/or stock footage	September 2015 Install and trial		Overview and on-site; archive for video, stock footage. Take shots of site before construction.
State of the Bays Tour	October 10, 2015	County and TEP	County/TEP to lead as part of the State of the Bays event.
Stock Photos for Outreach	On-going	TEP	Continue to take photos for outreach use. Set up community site to house some photos that can be accessed by all partners.
Engage w/ Visit Tillamook Coast	On-going		Storytelling, information, and education tactics
Site Events	On-going		People engagement/participation, invasive removals, tours, etc...
October 15, 2015 – March 2016			
Presentations regarding upcoming construction	Varies	Board of Commissioners Meeting, City Councils, Community Service Groups, etc.	Two strategies coordinated with County's efforts: 1)Informational, facts from County 2)Educational using Messaging/Storylines from page 8-9
Facebook: project highlights, messaging, educational opportunities,	On-going	County, TEP, POTB, Partners until (if) SFC FB page is created later.	
Articles and/or Press Releases	Through construction		This ought to be led and coordinated by the County
Other Social Media consideration, Twitter, Instagram, You Tube/Vimeo, Snapchat	Through construction		Some/all of these, for example, You Tube, may be carried on after construction as an account
March 2016 – September 2016 (Construction Phase)			
Live Web-cam	Construction Phase – Spring 2016	County	Needs devoted IT person. Can be limited duration, but may be involved. Transparency, and keeps audiences involved w/out having to be on site
Design Signage/Kiosk			
Updates to website, social media, bulk email, newsletter	On-going		
Time-lapse videos produced from footage	September 2016		
Press releases, articles, and other media	Throughout construction		
SFC Video Production	Ongoing through construction		
October 2016 – October 2017 (Post Construction)			
Project completion celebration			
SFC Video complete	October 2016 (pending construction)		
Presentations using video(s) produced			
Develop Facebook page			
Establish Bulk Email account (Mail Chimp, Vertical Response, Constant Con.)	On-going	Begin to create Outreach email list from	
Promote SFC as a living classroom/laboratory			
Site Management Plan includes Recreation and Outreach Plan to be produced		This is where logo/project branding may be considered.	This is where signage, the future of SFC recreation, tie-in to Hoquarton project, etc., all fit in

Appendix A: SFC Outreach Packaging Timeline

Install Signage			
Branding efforts in conjunction with new County Site Plan			
Celebration Event(s)		People engagement/participation	Give-aways, handouts, celebration event, partner with City...
Re-evaluate and update Outreach Plan			
Time lapse video	On-going		Continue post-construciton

Appendix B: SFC Time-lapse and Web Cam Research

<p><u>CAMERA</u></p>		
<p><u>C. Brinno Cam Bundle Time Lapse \$198.00</u></p> <ul style="list-style-type: none"> • 1.3MP 1/4" CMOS Image Sensor • 1.3MP 1/4" CMOS Image Sensor • HD 1280 x 720 Time Lapse Videos • 18mm Aspherical Glass Lens (35mm Equiv) • Fast f/1.2 Aperture • 140-deg Angle of View, 120-deg Rotation • Time Interval: 1 sec - 24 hr • 1.44" LCD Viewfinder • Optional Stop Motion Capability • Weather-Resistant Housing and Wall Mount • Includes 4GB SDHC Card, 4 AA Batteries 	<ul style="list-style-type: none"> • Inexpensive • Easy to use • Dispensable 	<p>Low image quality (1.3 MP res.)</p> <ul style="list-style-type: none"> • Meant for close-up shots • Water condensation (all outdoor cameras) • No discussion of battery life
<p><u>D. TrueLook Solar Powered HD PTZ (pan, tilt, zoom) Camera package is \$5599 plus \$299/mo</u></p> <ul style="list-style-type: none"> • HD PTZ camera with 18x optical zoom • 65 Watt or 90 Watt solar panel • 5 day backup battery supply • Live video • Time lapse images taken every 15 minutes • On demand imagery and live video • iPad, iPhone, or Android access • View jobsites from any browser or mobile device • Includes jobsite calendar • System ships in 6-7 days • Includes all hosting & unlimited cell data • Time lapse video of completed project 	<ul style="list-style-type: none"> • Good image quality • Flexibility • Only during construction/limited duration • Time lapse/still images 	<ul style="list-style-type: none"> • Needs flat surface or pole for mounting • Needs Tech person to set-up/monitor • Bandwith, high data • Tech glitches, wind/weather • Live stream may be delayed • Needs a devoted site/person to download, check, maintenance.