

Chapter 7: Communication Strategy

TEP is developing a new five-year Communication Strategy for consideration and approval by its board and EPA oversight team. This task will be completed by TEP staff working with board members, local partners, and appropriate state and federal agencies by 2020.

The Communication Strategy will:

Identify and rank appropriate community education and engagement issues for TEP to continue, expand, or initiate.

- Evaluate existing TEP community education and engagement programs and products, and identify how existing education campaigns and programs can be enhanced or strengthened.
- Identify and rank potential new education/social marketing campaigns which support the CCMP goals to be considered for implementation within the next five years.
- Include goals and objectives, target audiences, activities and implementers, key deliverables, budget and timeframe.

Engaging residents

In developing this CCMP revision, TEP engaged over two-hundred community members. As part of the survey engagement, respondents were asked to explain how they currently interact with environmental organizations in Tillamook County and how they would like to receive information in the future from these organizations.

Current Interactions with TEP, local watershed councils, land trust, or environmental nonprofits in Tillamook County – Respondents indicated that most of their interaction with one or all of the above happens through an online platform, such as:

- Email (52%)
- Looking at the organization’s website (51%)
- Interacting through social media (42%)

Preferences for hearing about upcoming educational and outreach events in the Tillamook County watersheds –

Most respondents indicated that they prefer online-based communication, though many also preferred written or in person activities. Respondents said that overall, they prefer:

- Social media (54%)
- The TEP website (44%)
- Email listserv (43%)
- Local newspapers (30%)
- Community events (22%)

It is important to note that most of the respondents (84%) were already aware of the Tillamook Estuaries Partnership, and a little over half were aware of the CCMP (61%). This suggests that even those community members who already know about TEP’s efforts are not always aware that the CCMP guides TEP’s actions.