

Appendix D: Communication and Outreach Strategy

Key Focus Areas for 2021-2016

Introduction

This Communication and Outreach Strategy (COS) describes those actions and activities which shall be the focus of TEP's efforts during the five-year period, 2021-2026, to ensure community involvement and ownership in the CCMP implementation. Additional communication and outreach efforts may be implemented by partners or may be reconsidered for TEP implementation should unanticipated opportunities arise.

More details on each CCMP Action Item referenced in this COS may be found in Chapter 3 (Community Education and Engagement Action Plan) of TEP's 2019 CCMP, including the need (why), objectives/goals (what), project leads (who), timing (when), activities, anticipated costs, sources of funding, timing, and performance measures (how).

This COS encompasses:

- Communication and outreach objectives (“guiding principles”)
- CCMP Action Items and Activities for which communication and outreach is planned
- Key Communication and Outreach Activities (Table D-1)
 - Timeframes for activities
 - Partners and implementers of activities
 - Budgets
 - Communication tools
 - Target audiences
- Goals and Measurable Objectives – Outputs and Outcomes (Table D-2)

Existing approaches to communicate CCMP performance measures include annual GPRA (NEPORT) reports, TEP annual reports/meetings, State of the Bays, social media updates, newsletters, EPA Performance Evaluations, community events, and education programs for people of all ages.

CCMP Action Items for 2021-2026

The overarching goals (guiding principles) of this COS and our Community Education and Engagement (CEE) efforts are to foster awareness of Tillamook County's estuaries and watersheds, engage in problem solving, and take action to conserve and enhance our natural resources.

These goals support all other actions in the CCMP. Increasing awareness of environmental issues affecting the watersheds of Tillamook County and providing residents with tools to engage in habitat and water quality improvement will increase the energy directed toward stewardship. This, in turn, will create progress towards the goals outlined within the Water Quality and Habitat Restoration chapters of TEP's CCMP.

To develop the actions and activities included in the COS, TEP enlisted the expertise of its staff, Board of Directors, and key partners during the revision of TEP's CCMP.

TEP shall focus on the following COS priorities during the next five years, based on available staff and funding resources. TEP is committed to evolving its priorities over time as needed.

Community Education and Engagement

- CEE-01 Strengthen STEM literacy in K-12.
- CEE-02 Advance STEM-related career opportunities.
- CEE-03 Foster lifelong learning and environmental awareness
- CEE-04 Cultivate community environmental stewardship.
- CEE-05 Build capacity for partner organizations

Table D-1 Key Communication and Outreach Activities for 2021-2026

More information on each CCMP Action and on Partner acronyms may be found in Chapter 3 and Appendix A of TEP’s 2019 CCMP, respectively. Cost: \$= <\$25,000; \$\$= \$25,000 to \$99,999; \$\$\$= \$100,000 to \$499,999; \$\$\$\$= >\$500,000. Communication Tools: AR = Annual reports, CE = Community Events, E = Education Programs, M = Media (newspapers, radio), N = Newsletters, S = Social Media, SB = State of the Bays 5-year report, TR = Technical Reports, W = TEP website. Target Audience: C = Community, D = Decisionmakers, Sc = Scientists, St = Stakeholders, V = Visitors.

Communication and Outreach Activities	Y 1	Y 2	Y 3	Y 4	Y 5	CCMP Actions	Partners	Cost	Communication Tool(s)	Target Audience
Improvements in Environmental (STEM) Literacy for K-12 (ED1)										
Lead Tillamook County STEM Partnership Team	X	X	X	X	X	CEE-01, -02, -03, -04, -05	WEBS, GCHI, TBCC, OSU, School Districts, STEM, Hubs watershed councils, private and home school educators, other partners, volunteers	\$	AR, CE, E, M, N, S, SB, W	C, D, St, V
Convene annual STEM/Environmental Education Partner Gathering	X	X	X	X	X					
Create Inventory of existing STEM/Environmental Education programs and resources (update annually)	X	X	X	X	X					
Lead county-wide LOLEs (CCWF & DBTC)	X	X	X	X	X					
Support experiential learning programs led by partner organizations and expand reach throughout county	X	X	X	X	X					
Develop Assessment Tool(s) for evaluating STEM/Environmental Education programs	X	X								
Utilize Assessment Tool(s) to evaluate STEM/Environmental Education programs		X	X	X	X					
Develop recommendations for improvement based on Assessment Tool(s) results			X	X	X					



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Communication and Outreach Activities	Y 1	Y 2	Y 3	Y 4	Y 5	CCMP Actions	Partners	Cost	Communication Tool(s)	Target Audience
Enhance suite of estuary-based experiential learning activities (education kits)	X	X								
Increase use of education kits by improving awareness and accessibility	X	X	X							
Develop teacher professional development (PD) programs with estuary/watershed focus	X	X								
Recruit participants for PD programs	X	X	X	X	X					
Provide PD programs		X	X	X	X					
Participate in regional and national STEM collaboratives (STEM Hubs, etc.)	X	X	X	X	X					
Science Coach Volunteers (ED2)										
Recruit volunteer Science Coaches to support STEM/Environmental Education programs	X	X	X	X	X	CEE-01, -04, -05	Volunteers, School districts, other partners	\$	AR, CE, E, M, N, S, SB, W	C, D, St, V
Provide regular volunteer trainings	X	X	X	X	X					
Develop Assessment Tool to evaluate volunteer experiences	X	X								
Utilize Assessment Tool to evaluate volunteer experiences		X	X	X	X					
Develop recommendations for improvements based on assessment tool		X	X	X	X					
Advance STEM-Related Career Opportunities (ED3)										
Develop G11-14 internship program SOP	X	X				CEE-02	TBCC, OSU, State Universities, School Districts	\$\$	AR, CE, E, M, N, S, SB, W	C, D, St, V
Recruit students to participate in program			X	X	X					
Implement internship program				X	X					
Partner with TBCC and OSU Extension to expand Natural		X	X	X	X					

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Communication and Outreach Activities	Y 1	Y 2	Y 3	Y 4	Y 5	CCMP Actions	Partners	Cost	Communication Tool(s)	Target Audience
Resources and Agricultural related courses offered										
Explore Nature (ED4)										
Convene regular meetings of Explore Nature Partners	X	X	X	X	X	CEE-03, -04, -05	Explore Nature Partners	\$	AR, CE, M, N, S, SB, W	C, St, V
Provide experiential programs through Explore Nature to educate participants about the local environment and natural resources	X	X	X	X	X					
Community Engagement (ED5)										
Develop and review Social Media Plan	X		X		X	CEE-03, -04	Community Partners and Orgs	\$	AR, CE, E, M, N, S, SB, W	C, Sc, St, V
Provide educational content through social media platforms	X	X	X	X	X					
Regularly update community on status of restoration and monitoring projects through reports, presentations, and news outlets	X	X	X	X	X					
Provide regular TEP program and project updates through E-Newsletter	X	X	X	X	X					
Regularly update website with relevant information	X	X	X	X	X					
Maintain a presence and engage public at community events	X	X	X	X	X					
Research and develop additional digital engagement tools		X	X	X	X					
Estuary Interpretive Center (EIC1)										
Interpretive Center feasibility study	X	X				CEE-01, -03, -04, -05	Port of Garibaldi, Community Partners	\$\$	AR, CE, E, M, N, S, SB, TR, W	C, D, Sc, St, V
Report on status of project	X	X								
Partner Capacity Building (PCB1)										



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Communication and Outreach Activities	Y 1	Y 2	Y 3	Y 4	Y 5	CCMP Actions	Partners	Cost	Communication Tool(s)	Target Audience
Support the capacity of watershed councils and other partners to maximize efficiencies	X	X	X	X	X	CEE-04, -05	TBWC, WEBS, LNWC, NWC, Others	\$	AR, CE, E, N, S, SB, TR, W	C, D, Sc
Support partner working groups and collaborations	X	X	X	X	X					

Table D-2 Goals and Measurable Objectives for 2021-2026

Key Communication and Outreach activities from Table D-1 are repeated in Table D-2.

Key Communication and Outreach Activities	Outputs “Deliverables”	Short-term Outcomes “Knowledge” (~1-2 years)	Intermediate Outcomes “Behaviors” (~3-4 years)	Outcomes <i>To restore and maintain the ecological integrity of estuaries of national significance. Fishable/Swimmable Waters</i>
Improvements in Environmental (STEM) Literacy for K-12 (ED1)				
Lead Tillamook County STEM Partnership Team	LOLEs conducted. STEM programs available and continuously improved. Education kits available and in use. Teacher PD programs developed.	Target audience has increased awareness of STEM and factors impacting estuary health. Teachers and educators are knowledgeable of and comfortable with content. Increase in environmental literacy among students.	Audience supports healthy estuaries. Stewardship increases. STEM content incorporated into classroom curriculum. Increase in volunteer retention for LOLEs. Increase in demand for education kits. Teacher enrollment in PD programs increase.	Future generations of estuary stewards created.
Convene annual STEM/Environmental Education Partner Gathering				
Create Inventory of existing STEM/Environmental Education programs and resources (update annually)				
Lead county-wide LOLEs (CCWF & DBTC)				
Support experiential learning programs led by partner organizations and expand reach throughout county				
Develop Assessment Tool(s) for evaluating STEM/Environmental Education programs				
Utilize Assessment Tool(s) to evaluate STEM/Environmental Education programs				
Develop recommendations for improvement based on Assessment Tool(s) results				
Enhance suite of estuary-based experiential learning activities (education kits)				

Increase use of education kits by educators by improving awareness and accessibility				
Develop teacher professional development (PD) programs with estuary/watershed focus				
Recruit participants for PD programs				
Provide PD programs				
Participate in regional and national STEM collaboratives (STEM Hubs, etc.)				
Science Coach Volunteers (ED2)				
Recruit volunteer Science Coaches to support STEM/Environmental Education programs	Robust Volunteer Science Coach program implemented.	Target audience aware of STEM programs and link to healthy estuaries. Science coaches are prepared for and comfortable with outdoor learning events.	Audience support of STEM educational programs. Increase in science coach volunteers and stewardship. Increase in volunteer retention.	Community engaged in teaching STEM to K-12.
Provide regular volunteer trainings				
Develop Assessment Tool to evaluate volunteer experiences				
Utilize Assessment Tool to evaluate volunteer experiences				
Develop recommendations for improvements based on assessment tool				
Advance STEM-Related Career Opportunities (ED3)				
Develop G11-14 internship program SOP	Internship program implemented. Student projects reported.	Target audience aware of internship opportunity and potential careers in natural resources.	Audience support of internship. Students compete for positions. Increase in stewardship.	Increase in local students who pursue careers in natural resources.
Recruit students to participate in program				
Implement internship program				
Partner with TBCC and OSU Extension to expand Natural Resources and Agricultural related courses offered				
Explore Nature (ED4)				
Convene regular meetings of Explore Nature Partners	Explore Nature calendar of events and program implementation.	Target audience aware of link between restoration and recreation.	Audience support of Explore Nature program. Increase in stewardship.	Increase in responsible recreation by residents and visitors.
Provide experiential programs through Explore Nature to educate participants about the local environment and natural resources				
Community Engagement (ED5)				
Develop and review Social Media Plan	Regular social media posts, newsletter publications, project reports, press releases and news articles, website updates, and community events.	Target audience are well-informed of TEP program and project accomplishments and importance of healthy estuaries. Technical transfer, leveraging knowledge and resources, science-based information for decision making.	Citizens, stakeholders and partners share information and resources. Audience support of TEP. Increase in volunteers and stewardship.	Community engaged in estuary stewardship, habitat restoration efforts, water quality improvements, and environmental education.
Provide educational content through social media platforms				
Provide regular updates through E-Newsletter				
Regularly update community on status of restoration and monitoring projects through reports, presentations, and news outlets				
Regularly update website with relative information				
Maintain a presence and engage public at community events				
Research and develop additional digital engagement tools				
Estuary Interpretive Center (EIC1)				
Interpretive Center feasibility study	Feasibility study reported.	Target audience aware of Interpretive	Audience support of Estuary Interpretive	Community engaged in estuary stewardship and education.
Report on status of project				



		Center study and value to community and visitors. Increased appreciation of local history, cultural and natural resources.	Center. Possible capital campaign.	
Partner Capacity Building (PCB1)				
Support the capacity of watershed councils and other partners to maximize efficiencies	Fiscal reconciliations; participation as needed	Working groups receive technical support and expertise from staff	Partners and groups are able to focus on and increase restoration activities	Community engaged in estuary stewardship, habitat restoration efforts, water quality improvements, and environmental education.
Support partner working groups and collaborations				