

**UPPER GRANDE RONDE RIVER WATERSHED PARTNERSHIP  
PLACE-BASED INTEGRATED WATER RESOURCES PLANNING**

**UNION COUNTY, OREGON**

**DRAFT COMMUNICATION AND OUTREACH PLAN**

**VERSION 12.0**

**September-October 2016**



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## **Introduction**

This Communication and Outreach Plan (Plan) describes the intended communication and outreach methodology of the Upper Grande Ronde River Watershed Partnership (Partnership).

In 2015, the Oregon State Legislature provided the Oregon Water Resources Department with funding to support Place-Based Integrated Water Resources Planning. Union County's proposal for the Upper Grande Ronde River Watershed (Watershed) was accepted into the pilot program based on a strong history of basin-wide collaboration on water resources issues.

The planning area is the Watershed. The Watershed boundary closely aligns with the boundary for Union County. The Watershed is part of the Grande Ronde River Subbasin in northeast Oregon. This subbasin includes the Grande Ronde River, Catherine Creek, and their numerous tributaries that eventually drain to the Columbia River Basin. The Watershed is a vital ecosystem that supports ranchers, farmers, and urban residents, as well as an array of fish and wildlife species. This place-based integrated water resources planning effort will evaluate all demands on water resources within the Watershed and compare it to the available water resources.

## **General Communication Philosophy**

All inhabitants of the Watershed will have access to information about this planning process. It is also our hope to share information gained through this process to a wider regional and national audience. However, the different parties involved are anticipated to require varying levels of information regarding the project details. This Plan presents a three-tiered approach for communication: public outreach, Stakeholder Committee communication, and Steering Committee communication.

The goal of these communication approaches is to build trust, provide information transparently, and solicit feedback from stakeholders and the public regarding the planning process.

## **Public Outreach**

Public outreach is defined as presenting information and inviting participation. The purpose of this communication is to share knowledge and requires no action by those receiving information.

The Partnership will share information with the public, potential funders, local elected officials, and others to build their knowledge base, gain overall participation, and encourage the sharing of innovative ideas with the Partnership.

Messages, such as public notices for meetings, will be reviewed by the Steering Committee, while deliverables, such as reports, will be developed by the entire Stakeholder Committee.

## **Goals**

The following preliminary goals represent the Partnership's intended public outreach strategy. These goals may change as the process progresses.

### Contact List

- Develop and maintain a contact list for all parties interested in the project. [This contact list will be available as an appendix to the Governance Agreement, which is located on the Union County website \(http://union-county.org/planning/place-based-integrated-water-resources-planning/\).](http://union-county.org/planning/place-based-integrated-water-resources-planning/)

### Website

- Publish all meeting materials one week before the meeting.
- Publish meeting minutes after approval.
- Reports and deliverables will be made available on the website [\(http://union-county.org/planning/place-based-integrated-water-resources-planning/\).](http://union-county.org/planning/place-based-integrated-water-resources-planning/)

### Emails

- Provide a designated email address to the public for questions (shartell@union-county.org).
- Provide meeting materials at least one week before each meeting.

### Phone Number

- Provide a designated phone number to the public for questions (Union County Planning Department, 541-963-1014).

### Meetings

- Conduct meetings as necessary.
- Provide at least one week notice before each meeting.
- All Stakeholder Committee meetings will be open to the public and landowners. Specific organizations may be invited to participate in the future if it is viewed as a good use of their time and is useful to the Partnership.

### Newspaper/Radio

- Produce two articles or conversations per year.
  - Advertise meetings in the Briefly section of The Observer.
  - Advertise meetings on community calendar/Elkhorn Media Group.

### Written Outreach

- Create a brochure to provide to Stakeholders and the public to explain the planning process.

## Presentations

- Provide a final presentation at the completion of the project.
- Conduct other presentations as requested by interested groups.
- Potential audiences for presentations include:
  - Annual Growers Meeting
  - Rotary Club and Other Service Clubs
  - City Councils
  - Industry Events
  - Watershed Councils
  - Soil and Water Conservation Districts

## Public Communication

Public outreach will be conducted as described in the above section. Public outreach is intended to inform individuals who may not know about the planning process, or are only interested on a general level. Once a member of the public provides contact information to the Partnership (email address) the Partnership will provide all of the same communications to that person as to the Stakeholder Committee.

Interested members of the public will have multiple opportunities to provide input throughout the process including, but not limited to, the following: 1) active participation and regular attendance of Stakeholder meetings as well as potential ad hoc subcommittees; 2) reviewing and commenting on draft products; and, 3) submitting questions/suggestions via comment forms, email, and other feedback mechanisms (see Table 1).

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## Stakeholder Communication

Stakeholders are defined as signatories to the place-based planning Memorandum of Understanding and associated Governance Agreement. The purpose of this communication is to share knowledge, solicit input, and will often require an action from the stakeholder.

The Partnership will maintain internal communication through Stakeholder Committee meetings, periodic work group meetings, recording of meeting notes, and phone and email notifications.

Communication will be primarily through emails to request feedback or discuss work on project elements. Meetings will be used to review work completed by different members of the group.

Stakeholders will have multiple opportunities to provide input throughout the process including, but not limited to, the following: 1) active participation and regular attendance of Stakeholder meetings as well as potential ad hoc subcommittees; 2) reviewing and commenting on draft products; ~~and~~ 3) submitting questions/suggestions via comment forms, email, and other feedback mechanisms; and, 4) participating in consensus-based decision making (see Table 1).

**Steering Committee Communication**

The Steering Committee will communicate internally with emails and periodic check-ins to ensure work is being completed and to plan meetings and deliverable production.

**Communication Methods Summary**

Table 1 summarizes the anticipated communication strategies to be used during the planning process and defines their intended audience.

**Table 1  
 Communication Methods Summary**

Method	Audience	Description
Website	Public, Stakeholder Committee, Steering Committee	The Union County website will be a repository of draft and final documents, as well as notifications and meeting minutes of Stakeholder meetings, which are open to the public.
Email	Public, Stakeholder Committee, Steering Committee	An email list will be retained throughout the planning process and each group of individuals will receive emails regarding meetings, review periods, and general project information.
Meetings	Public, Stakeholder Committee, Steering Committee	Meetings will be used as a means to work through the five-step planning process, share ideas, and distribute work.
Newspaper/ Radio	Public	Project updates and meetings will periodically be advertised using the newspaper and radio.
Presentations	Public	Data collected and lessons learned are anticipated to be presented at conferences and meetings or in classroom settings to inform different subsets of the public about the planning process and the potential outcomes.

**Conclusion**

To ensure communication and outreach goals are met, a section of each semi-annual report will be dedicated to documenting these efforts. Communication methods and potential improvements will be discussed at both Steering Committee and Stakeholder Committee meetings.

**APPENDIX A**  
**Contact List**

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