



# **Oregon Solutions**

## **Phase 2 Communications Plan Proposal**

*January 13, 2015*

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# Oregon Solutions Project Timeline

*PHASE 1 (2012-2015)*  
Investigate Current Condition of Levees



*PHASE 2 (2015 – 2017)*  
Design and Finance Repairs

*PHASE 3*  
Implement Repairs

*PHASE 4*  
Certify & Submit Documentation

# PHASE 2 Milestones

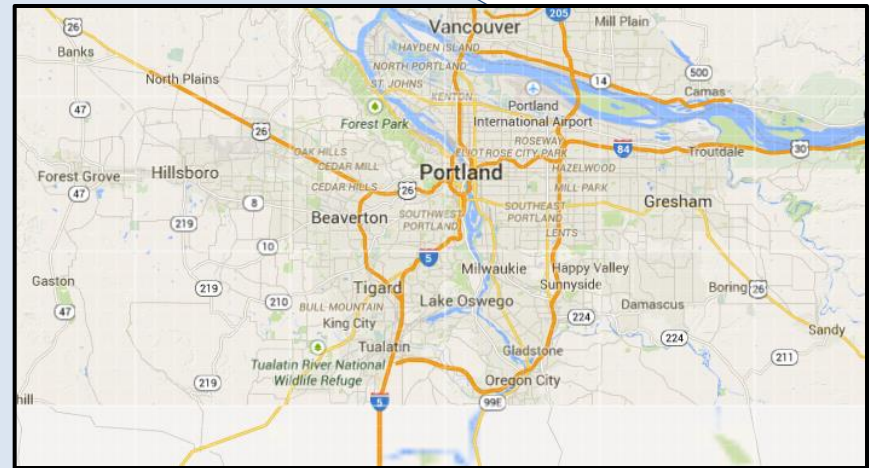
- Declaration of Cooperation
- Engineering results in PEN 1 and PEN 2
- Clarify values/guiding principles
- Consolidate with MCDD and SDIC?
- Survey conditions in MCDD and SDIC?
- Develop and evaluate design alternatives for PEN 1 and PEN 2

# Audiences

## Local



## Regional



## Historic



Note: Policy Leaders

# Desired Outcomes

## Awareness

- Recognize the Asset
  - Existence and role of levees
  - Regional significance

## Urgency

- Embrace the Asset
  - Recognize threat
  - Recognize value of repairs

## Support

- Protect the Asset
  - Shared responsibility
  - Alternatives match community priorities

# Strategies and Tactics: Local

- Generate and maintain trusting relationships with local audiences
- Local outreach
- Opportunities for direct participation

*Key message: Flood Protection is critical to quality of life and economic future of the Districts.*



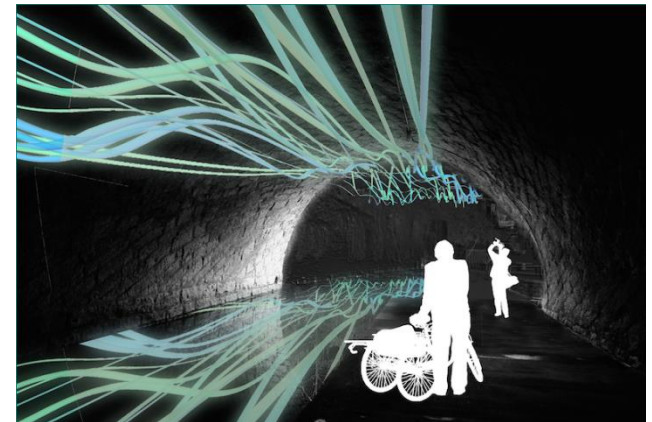
100<sup>th</sup> Anniversary of the Great Miami River Flood, Hamilton Ohio



# Strategies and Tactics: Regional

- Mass media, social media and regional communications
  - Earned media: Events
  - Maximize Partnerships
  - Signage
  - Branding, website, and social media
- Broad public involvement

*Key message: The levees protect jobs and contribute to regional land use goals.*



Waller Creek Conservancy,  
Austin, TX

# Strategies and Tactics: Historical

- Work directly with historically impacted communities
- Identify and support methods to commemorate past
- Provide opportunity for direct participation

*Key message: We acknowledge history, we are working toward a better future.*



Peducah Wall to Wall, Peducah, KS



# Estimate of Required Resources

Task	OS Budget
Staff OS communications committee (.05 FTE from each contributing partner)	\$30,000
Lead staff (.75 FTE from one partner)	\$80,000
Contracted services	\$50,000
Advertising and materials	\$40,000
<b>Total</b>	<b>\$200,000</b>

# Communications Project Summary

Activity	J	F	M	A	M	J	J	A	S	O	N	D	Responsible
Oregon Solutions Mtgs.	X		X	X			X		X		X		
Final PEN 1 and PEN 2 Engineering		X											
Decision on consolidated accreditation							X						
OS Development of alternatives						X	X	X	X	X			
Engage Historical Audience(s)													Lead Staff
Engage and Involvement Local Audiences													Lead Staff, Consultant
Install permanent signage													Lead Staff, Consultant
Media Relations Program													Lead Staff, Consultant, OS Committee
Partnership Research Support													Lead Staff, OS Committee
Community Org Speaker Bureau													OS Committee
Special Event on Flood Safety													OS Committee, Consultant
Broad based involvement strategy													Lead Staff, OS Committee, Consultant



# **Oregon Solutions**

## **Phase II Communications Plan Proposal**

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