



Grant County
PUBLIC UTILITY DISTRICT
Excellence in Service and Leadership

Public Education and Outreach Plan

Shoreline Management Plan/Recreation Resources

Overview:

The Public Utility District No. 2 of Grant County (District) received a 44 year license to operate the Priest Rapids Hydroelectric Project on April 17, 2008. The Priest Rapids Project boundary includes 11,300 acres, 58 miles of the Columbia River, and spans six counties. This license has initiated a number of requirements for the District, including but not limited to the finalization of a:

- Wildlife Habitat Management Plan;
- Wildlife Habitat Monitoring and Information and Education;
- Rare, Threatened, and Endangered Plant Monitoring,
- Bald Eagle Perch/Roosting Protection Program,
- Shoreline Management Plan
- Historic Properties Management Plan; and
- implementation of the approved Recreation Resources Management Plan.

This public participation plan outlines strategies to be implemented related to the finalization and implementation of the Shoreline Management Plan (SMP) and implementation of the approved Recreation Resource Management Plan (RRMP) during Priest Rapids Project (PRP) license implementation. Tactics and associated deadlines create an outline of communication to be implemented. This living document will be changed and updated as necessary.

Strategy: Consistent messages about Grant PUD's efforts related to shoreline management and recreation must be defined and delivered by well-informed, well-trained spokespersons using a proactive approach. The deadline to finalize and submit the SMP to FERC is April 17, 2009. Given the complexity, article coordination and specific consultation requirements provided in license, it is estimated that a request for an extension will be filed with FERC prior to this deadline.

A critical component of successfully finalizing and implementing the draft version of the SMP is offering members of the public information about our requirements and management objectives, as well as an opportunity to comment. Messages must take into account the coordination, complexities and potential conflicts between the SMP, RRMP and other resource plans listed above. Communications will be tailored to various audiences. Additional message adaptations may be necessary due to Land Use Classifications (LUC) on different properties.

This Communication Plan aims to meet the following objectives:

Objective 1: Keep Stakeholders Adequately Informed

Provide FERC stakeholders, Grant PUD commissioners, and interested parties with accurate, timely, clear, and easy to understand information about the requirements, planning documents, and process.

Objective 2: Provide Opportunities for Informed Input

Provide opportunities throughout the planning process for education and outreach with interested parties and the public.

Objective 3: Work to Improve the Working Relationships Among Parties Involved in the Process

Take steps to improve Grant PUD's relationship with stakeholders and the public.

Objective 4: Monitor Concerns and Respond to Concerns in a Timely Manner

Monitor, document, and respond to concerns, questions, and requests throughout the process and do so in a timely fashion. Ensure transparency throughout the process.

Audiences include:

- Grant PUD commissioners and employees
- FERC identified consultation parties (Article 419: Department of Natural Resources, Wanapum Band of Indians, Washington State Department of Fish and Wildlife, United States Department of Fish and Wildlife, Recreation and Conservation Office; Article 418 Wanapum Band of Indians, Yakama Nation, Department of Fish and Wildlife, U.S. Fish and Wildlife Service, U.S. Bureau of Reclamation, Bureau of Land Management, Kittitas County, Recreation and Conservation Office)
- Additional agencies/regulatory organizations, including but not limited to:
 - Washington State Parks
 - Army Corps of Engineers

- NOAA/NMFS
 - Department of Ecology
- Media
- Legislators and community leaders
- PRP shoreline home/condo/land owners and lease holders
 - Subgroups include permanent residents & vacation home owners (typically in the area on weekends during summer months)
 - Potential home/condo/land owners
 - Agricultural lease holders
- Local residents residing in PRP boundary counties
 - Grant, Kittitas, Douglas, Chelan, Yakima and Benton counties
- Organizations (NGOs) with natural resource, recreation, historical, cultural interests
- Combined audiences

Communications Tactics:

The following should be implemented to ensure consistent communication to all key audiences.

1. Talking Points/FAQs

Talking points regarding issues related to the SMP, RRMP, and other resource plans will be developed to ensure that employees and spokespeople stay on message and have readily available information to fall back upon when questioned by members of the public or the media. Initial talking points will be created for the following topics:

- SMP and RRMP: purpose and process, FERC requirements and potential regulatory restraints, land classifications, resource management objectives and allowed/potential allowed uses.

Audience: Natural Resources spokespeople, Grant PUD employees

Deadline: January, 2009.

2. Website

A well crafted Website will be developed to answer questions and house documents of interest to all audiences. This site will be housed on the gcpud.org domain off the "TBD" section.

A distinct "Priest Rapids Project Recreation and Shorelines" page will host all information related to shoreline management and recreational planning. Brochure and information pieces, news releases, interactive maps, FAQs, online surveys, discussion forum, definitions/acronyms list, newsletters, notice and summary of meetings will be accessible from the "Priest Rapids Project Recreation and Shorelines" page. In addition, visitors will receive access to key contact people for the project and can request meetings and additional information directly from this section.

Audience: All key audiences

Deadline: Finalize by February 2009. Information will be added to the site throughout the SMP/RRMP finalization process.

3. Public Participation Training

Training on conducting effective meetings of this nature will be provided for Natural Resources spokespersons and other designated employees involved in the process. An agenda template will be developed and participants will have opportunities to conduct "dry runs" prior to actual meetings.

Audience: Natural Resources spokespeople, Grant PUD employees

Deadline: October, 2008 through April 2009.

4. FERC Stakeholder Scoping/Consultation

FERC stakeholder outreach, scoping meetings, and site visits will be held in 2008-2009. Letters identifying stakeholder representatives were sent in fall of 2008 for the SMP and January of 2009 for the RRMP. Global questions and interviews will be scheduled and completed in January and February 2009, for both the SMP and RRMP. FERC stakeholder meetings will be held to review the revised draft SMP in March and April, 2009. Additional site visits and meetings will be held as needed to ensure adequate review, comment and revision time lines.

Audience: FERC identified consultation parties

Deadline: May 2008-February 2010

4. Brochure / Information Pieces

A general brochure will be finalized and printed for distribution to parties interested in the Grant PUD's license requirements, and how they apply to use of PUD properties. This brochure is meant as an introduction to the process and will be complemented by supplemental information that can be posted to the Web and printed as hand-outs at meetings and in mailings. Background documents, print and html newsletters will provide updates on the process as draft documents move toward finalization. Print and radio promotional content may also be necessary in this effort.

Topics will include:

- License requirements
- Plan finalization process
- Plan implementation measures

Audience: All key audiences

Deadline: March, 2009.

5. Visual Display Materials

Posters, maps and other presentation materials meant to supplement the messages will be produced for use in presentations to various audiences.

Audience: Commissioners, Grant PUD employees, attendees of public workshops

Deadline: March, 2009.

6. Intranet Articles / Employee Meetings

Every effort will be made to help Grant PUD employees understand the complexities involved with license implementation.

Audience: Grant PUD employees

Deadline: Current and ongoing.

- *July, 2008 Electric Flyer Article-Complete*
- *Employee coordination and stakeholder meetings on going.*
- *January 19, 2009 District-Wide Event*
- *Natural Resources Educational Lunches*
- *Standing weekly and bi-weekly coordination meetings*

7. Press Releases

Press releases on key topics or upcoming key dates will be created and released to the media. These releases will be sent out electronically, posted to Grant PUD's website and can be used as content on the "TBD" section of the web site. Media interviews will also be scheduled proactively and as appropriate to ensure the media understands key topics or meetings.

Audience: Media (including targeted West side media) and all key audiences

Deadline: TBD – First release will be timed to announce the launch of the web site and initial survey.

- April, 2009.

8. Direct Mail / HTML Newsletters

The potential audiences for communication regarding plans for recreation and shorelines in the PRP are a diverse population. Direct mailing and html newsletters will be used to reach previous Solutions Group participants and those who become interested during the finalization process. One-on-one meetings will also be established with homeowners associations throughout the process.

Audience: Solutions groups, PRP shoreline home/condo/land owners and other interested parties (depending on the topic of the mailer, this communication could impact all key audiences).

Deadline: April, 2009.

9. Public Education and Scoping Meetings

Public forums are tentatively scheduled to begin in November of 2008 and run through March of 2009. Invitations will notify representatives from all key audiences. A list of invitees was developed in August. The media will also be notified to inform the public at large of the event. Each meeting will include Grant PUD's goals/objectives and obligations for the SMP/RRMP and related license articles.

Audience: All key audiences

Deadline: TBD – Meetings will be held with each homeowners association. Additional meetings to be held in various communities as needed or requested.

- Conducted in spring, 2008.
- May-June, 2009.

10. Surveys/Interviews

Surveys and or interviews will be administered to interested stakeholders to determine priorities, concerns or issues by consultation entities, resource agencies, tribal, public and other stakeholders including local residents. These surveys will be used to conduct and record comments during FERC stakeholder interviews.

Audience: Consultation entities, interested resource agencies, tribes, groups and communities.

Deadline: Surveys and interviews will be administered during the public outreach stage tentatively scheduled to May through September 2009 for the SMP finalization.

Communication Education and Outreach Team:

Lands and Recreation Resources Department: Communication plan and schedule development, management, and implementation; development of all draft content and materials for communication toolbox; presentation training; implementation of presentations and outreach (all audiences); coordination with communications department and Alliance Consulting group.

Leads: Kelly Larimer and Gerry O'Keefe-FERC stakeholders, LIOC, PUD Commission, NGOs, all audiences (oversight and participation)

HOA/shoreline community representatives:

Crescent Bar Island and vicinity: Sheryl Dotson (SMP), Jerri Mickle (RRMP)

Sunland/Vantage: Anita Gruchalla (SMP), Vanessa Seldal(RRMP)

Desert Aire/Mattawa: Igor Shaporda (SMP), Brad Harshman (RRMP)

Communications Department: Talking points/FAQs review, presentation training, web site management, brochure and visual display finalization, content and consistency review (overall), working with the media, internal/external coordination assistance including Grant PUD commissioners.

Leads: Sarah Morford and Dorothy Harris, Andrew Munro-internal/external affairs, community leaders and legislators, media, PUD Management Team and Commission

Alliance Consulting Group/sub-contractors: assistance with draft material development and review, FERC stakeholder scoping interviews and meetings, meeting documentation summary notes, technical presentations to various audiences as needed.

Lead: Lisa Parks- FERC stakeholders, technical assistance with all audiences as needed.

