Communications and Engagement

Products, messaging and implementing a strategy

Presented on May 31, 2022

Agenda
Outline and Objectives

- Introduction/overview of communication products

- Discussion on each communication product: small group break outs and large group exercises

- Next Steps and Action Items

Objective: to build common messaging about the BIC, review draft communication products, identify potential outreach opportunities, and make recommendations for improvements and next steps that align with how the BIC wants to engage with the public and each other.

Communication Products

The draft communication products were developed based on ideas shared during the March BIC meeting and feedback from the subsequent BIC steering committee meeting.

- **Letter/Statement-** identifies the BIC's story, articulates what makes this approach unique, advocates for the Blue Mountains National Forests approval to move forward with Forest Plan Revision.
- **Video Script** – overview of the BIC: why the BIC formed, the group's collective objectives and work accomplished.
- **Timeline Graphic** – visual tool to demonstrate history of BIC and work completed to date.
- **Communication Strategy** – guide designed to provide a range of options for the BIC to be more effective and intentional in communicating and engaging with various target audiences.

Letter - Statement from BIC

Small Group Breakout (10 minutes)

1. What do you like about the letter?
2. What changes do you recommend?
3. How do you suggest the BIC could use this?

Note: each group identify a speaker to report out and notetaker

Video Script

Small Group Breakout (10 minutes)

1. What do you like about the video script?
2. What changes do you recommend?
3. How do you suggest the BIC could use this?

Note: each group identify a speaker to report out and notetaker

Timeline Graphic

Large Group Discussion (10 minutes)

1. What do you like about the graphic?
2. What changes do you recommend?
3. How do you suggest the BIC could use this?

Blues Intergovernmental Council: A History

WHY THE BIC FORMED:
- Following a 14-year public planning process, the Blue Mountains Revised Forest Plans and Final Environmental Impact Statement were withdrawn in March 2019.
- Participants recognized the need to better understand concerns and identify opportunities to approach forest planning and management in a new way.

April 18, 2019
First Forest Service and County meeting:
- Started to develop communication agreements for moving forward.
- Identified need to include other government entities

August 27, 2019
- Began to draft operating principles for an intergovernmental forum.

November 22, 2019
First Blues Intergovernmental Council Meeting:
- Provided an overview of the vision for the BIC
- Explored the opportunities of working in this new way and what could be accomplished together.

February 25, 2020
- Continued to finalize the operating principles
- Identified key issues
- Established framing and sub committees

May 26, 2020
- Subcommittees were formed and had their first break-out sessions

March 26, 2021
- The BIC accepted the recommendation for Grazing, Livestock and Riparian - Desired Conditions

April 30, 2021
The BIC accepted the recommendation for Forest Health - Desired Condition

January 25, 2022
The BIC accepted the recommendation for Access - Desired Conditions with minority report

Learn more about the BIC at https://www.pdx.edu/policy-consensus-center/blue-mountains-intergovernmental-council

Communication and Engagement Strategy

Overview of Content (See handout)

Group Exercise (10 minutes)

1. Select 3 engagement activities that you would rate as the highest priority for the BIC to pursue.
2. Identify gaps: write down any engagement activities not listed in the Action Plan that the BIC could consider.

Questions to think about between today and next meeting

1. What stands out to you as an activity that will help the BIC connect with the public and each other?
2. Where are there gaps in the communication strategy and engagement plan?
3. What recommended changes do you have?
4. What content needs further discussion or clarifications?

Wrap up and Next Steps

Path Forward

1. Action Items
2. Next Steps
3. Closing Thoughts