



WEST
COAST
REGIONAL
PLANNING
BODY

Communications & Engagement Plan

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SECTION 1 - PROJECT BACKGROUND AND PURPOSE

The [West Coast Regional Planning Body](http://www.westcoastmarineplanning.org/)¹ (WCRPB) is comprised of representatives from federally-recognized tribal, state (Washington, Oregon, and California), and federal governments, and the Pacific Fishery Management Council (PFMC). The WCRPB will carry out marine planning and regional coordination as called for in the National Ocean Policy (NOP), [Executive Order 13547](https://www.whitehouse.gov/the-press-office/2012/05/15/eo-13547)². The purpose of the WCRPB is to coordinate, communicate, and harmonize marine planning efforts throughout the region and address specific management challenges associated with multiple uses of the ocean, economic priorities, and conservation objectives. “On the ground” planning will occur at sub-regional scales and build on existing efforts. This approach is feasible in a large geographic region with many WCRPB members and interests. To download and review the WCRPB charter document, click [here](#)³.

As the WCRPB begins its work guiding ocean planning and government coordination for the West Coast, it is important to recognize that this effort is not taking place within a vacuum but rather within the context of existing ocean uses, diverse stakeholder and coastal community interests, and other existing planning and policy efforts to guide ocean use and protection. A key to success of the WCRPB’s efforts will be to communicate, coordinate, and collaborate effectively with these other interests and efforts at multiple scales.

Purpose

An early step toward successful coordination with other West Coast ocean interests involves preparing and implementing a Communications and Engagement (C&E) Plan. The purpose of this C&E Plan is to identify key goals for communicating and engaging with diverse ocean stakeholders on the West Coast (i.e., what needs to be done), and then to articulate a clear strategy toward successfully achieving these goals (i.e., how best to do it).

While this C&E Plan lays out a thoughtful approach for achieving its communications and engagement goals, it is important to recognize that implementation of the plan is ultimately dependent on the availability of funding and staffing resources. Additional resources will have to be secured by the WCRPB to implement some of the activities outlined below. As such, the Plan provide guidance but does not, by itself, guarantee implementation. This C&E plan is intended to be a “living document” that will be updated at regular intervals by WCRPB staff and members.

Process for Developing the Plan

This draft C&E Plan has been informed by nine phone interviews with stakeholders representing a broad array of regional and sub-regional ocean resource interest categories and written responses to the interview questions from tribal representatives and staff involved with other Regional Planning Bodies in the U.S. The approach is intended to be responsive to their interests and preferences around communications and engagement in support of the WCRPB.

The stakeholder perspectives consulted to help inform development of this draft Plan include:

¹ WCRPB website: <http://www.westcoastmarineplanning.org/>

² Executive Order 13547 link: <https://www.whitehouse.gov/the-press-office/2012/05/15/eo-13547>

³ WCRPB Charter link: https://static1.squarespace.com/static/535fdf12e4b071a2c2e39cae/t/57195347f699bbe29b4d0db7/1461277514283/WestCoastRBPB_FullCharter_FINAL_%28v5.1%29.pdf

- Commercial and recreational fishing
- Local coastal communities
- Non-consumptive recreation and conservation
- Maritime industry
- Marine renewable energy
- Shipping
- Submarine cable industry
- Tribal government

This C&E Plan has also been informed by professional best practices around conducting stakeholder communications and engagement as well as input from WCRPB members and interested stakeholders (review process to be initiated at October 26-27, 2016 WCRPB meeting).

SECTION 2 - COMMUNICATION & ENGAGEMENT GOALS AND OBJECTIVES

This C&E Plan is intended to achieve the following goals and associated objectives:

Goal 1: Increase stakeholder and public awareness and understanding of the WCRPB.

- Objective 1.1: Build stakeholder and broader public understanding of the WCRPB's role and mission.
- Objective 1.2: Increase stakeholder and public understanding of how they can participate in West Coast marine planning and coordination efforts.

Goal 2: Increase stakeholder and public participation in West Coast marine planning and coordination efforts.

- Objective 2.1: Provide stakeholders with early, multiple, timely, and meaningful opportunities to provide input on West Coast marine planning and coordination efforts.
- Objective 2.2: Identify and address potential barriers to effective engagement early in the process.
- Objective 2.3: Understand, and as much as possible integrate, interests, needs and expectations from multiple stakeholder groups into the WCRPB's efforts.
- Objective 2.4: Promote broad buy-in and support for WCRPB efforts, including West Coast marine planning products.

SECTION 3 - COMMUNICATION & ENGAGEMENT GUIDING PRINCIPLES AND APPROACH

To achieve the C&E goals and objectives identified in Section 2, WCRPB intends to follow guiding principles and adopt an approach that is flexible and adaptive to the evolving marine planning process and diverse stakeholder needs.

Guiding Principles

The WCRPB's C&E efforts will be guided by the following basic principles:

- Conduct communications and engagement in an inclusive, open, and transparent way.
- Ensure meaningful stakeholder engagement by communicating and engaging early and in a timely and consistent manner.
- Build trust early and consistently throughout the engagement process.
- Pursue the most effective C&E activities given limited staffing and funding resources.

Approach

Building on the above guiding principles, the WCRPB's marine planning C&E approach will:

- Build effectively upon initial C&E efforts conducted by the WCRPB and its members to date.
- Strategically leverage the WCRPB Coordinator, WCRPB members, and Sub-Regional Planning Teams to jointly conduct outreach.
- Develop clear and consistent messaging about the role and intent of the WCRPB as a whole.
- Recognize that there are various types of audiences interested in marine planning, and identify the most effective C&E activities to inform diverse constituencies in order to achieve the C&E goals.
- Emphasize in-person engagement early on to establish foundational strategic relationships, and move towards increased online engagement as appropriate and reasonable.⁴
- Provide opportunities for both sharing information with interested constituencies and for soliciting input and feedback from them to inform West Coast ocean planning.

SECTION 4 - COMMUNICATION & ENGAGEMENT AUDIENCES

A broad range of audiences have an interest in the development of the WCRPB's marine planning efforts. This C&E Plan organizes West Coast marine planning audiences into five main categories including: (1) WCRPB members, (2) state agencies, (3) coastal communities, (4) tribes, and (5) other ocean interests. The WCRPB recognizes that these audiences and the individual organizations that compose them are characterized by have diverse interests in the WCRPB and its marine planning efforts, different capacities for engaging, and multiple decision-making approaches. The C&E strategy should be designed to accommodate these diverse needs. Below is an overview of the audiences and summaries of their interests with respect to the development of the WCRPB's marine planning efforts. These interests were identified via the assessment interviews and other outreach discussions described above.

⁴ In-person meetings are especially important for tribes and coastal communities; additional steps to identify funding sources to support in-person tribal and coastal community engagement would be needed.

West Coast Regional Planning Body Members

The WCRPB's members consist of federally-recognized tribes, the states of Washington, Oregon, and California, federal agencies, and the PFMC. As members, they are focused on engaging around marine planning and other tools to effectively address existing and future management challenges, conservation objectives, and uses of the region's oceans and coasts. The WCRPB members will contribute to the development of a West Coast marine plan. WCRPB members' interests include:

- Clarifying WCRPB members' participation in the marine planning process.
- Ensuring consistency in content and messaging related to the West Coast marine planning efforts.
- Coordinating marine planning activities.
- Coordinating C&E activities with other WCRPB members to ensure consistency and to avoid stakeholder fatigue.
- Using scarce financial and personnel resources for marine planning wisely and effectively.

State Agencies

The goals of the WCRPB's marine planning efforts align with various state natural resource and coastal management entities. The WCRPB has two state agency members from each of the three states (six total). The member agencies are responsible for reaching out to their sister state agencies not actively engaged in the WCRPB and will play an instrumental role in coordinating and implementing the strategies and actions identified in marine planning on a state and local level. The WCRPB will work closely with the state member agencies to solicit advice on policy and technical topics, to identify critical issues, and discuss options for resolving these issues including leveraging federal agency participation. It is in the interest of state agencies to ensure that the WCRPB's marine planning efforts can be successfully implemented, add value to the state-level efforts in ocean planning and management, and leverage and coordinate shared state, tribal, national plans, priorities and actions to improve plan adaptation and implementation.

Regional and Sub-Regional Level

Coastal Communities

Local coastal communities' involvement in the WCRPB's marine planning efforts are essential in developing a plan that is implementable, acceptable, practical, feasible and beneficial on the local level. This audience includes the individuals, families, and businesses on the coastline as well as the city, county, court, and special district representatives and elected officials. Coastal communities experience the everyday impacts of ocean users and activities and have insight into the key natural events that will impact marine planning on a micro level. Living in a coastal community provides a unique perspective and it is in the interest of the WCRPB to engage with coastal communities with a distinct approach.

Tribes

Tribes have a long history of being stewards of the environment and their ancestral lands. Cultural, health, economic, and recreational uses of the marine environment are some of their main interests in the WCRPB's marine planning efforts. Tribes believe that good stewardship of the connected waters is imperative to preserve natural resources and their cultural and economic ties to these resources for generations to come.

Tribal membership in the WCRPB includes federally recognized tribes and those who have government-to-government and tribal/trust responsibilities with federal agencies in the WCRPB. In addition to targeting WCRPB tribal members, C&E efforts must also effectively reach federally recognized tribes not participating in the WCRPB as well as non-federally recognized tribes. The WCRPB and its tribal members will work to identify specific approaches for communicating and engaging with these other tribes.

Ocean Interests

A number of other organizations have a keen interest in the WCRPB's marine planning efforts on a local and regional level. These constituencies, made up of stakeholders that are external to the WCRPB entities and non-governmental organizations, are familiar with how their interests and activities are related to the protection and use of ocean resources. They want to provide input into specific components or the entirety of WCRPB's marine planning efforts. The WCRPB plans on engaging these stakeholders early and consistently as their input will be essential to the long-term success of the effort.

As a starting point of listing ocean interests, the following are examples of stakeholders that might potentially fall within this audience category. One of the WCRPB's long-term goals is to develop a more detailed list of ocean interests, with brief descriptions of who they are, and what kind of interests they represent. A preliminary list includes but is not limited to (listed alphabetically):

- Academia and scientific research organizations
- Aquaculture
- Commercial and recreational fishing
- Environmental organizations
- Marine shipping and transportation, including shipyards, ports, cargo, tug/tow, bar pilots operators)
- Ocean and coastal tourism
- Offshore energy, including renewables
- Recreational interests
- Seafood processors
- Submarine cable operators

SECTION 5 - COMMUNICATION & ENGAGEMENT ACTIVITIES

The WCRPB, through staff, membership and sub-regional planning teams, will implement C&E activities in a coordinated effort that engages the five audiences as identified above (i.e., WCRPB members, state agencies, coastal communities, tribes, and other ocean interests). The C&E activities outlined below are designed to achieve the C&E goals and objectives identified in Section 2. They are also intended to build on the initial C&E activities already established by the

WCRPB, including the coordinated efforts with the West Coast Ocean Partnership (WCOP), [PFMC](#)⁵, and [West Coast Ocean Data Portal](#)⁶ (WCODP).

Description of Audience-Specific Activities

The strategies and C&E activities for each of the five main audience types are listed in detail below or are condensed in a high level overview in *Appendix 1*.

This section is intended to provide a more detailed explanation of the above listed activity options from which the WCRPB can select and implement where appropriate to achieve the objectives outlined. The section should also be reviewed and revised over time. The C&E activities outlined below are organized in terms of the key audience(s) they are intended to engage, including: WCRPB members, state agencies, coastal communities, tribes, and other ocean interests. *Note that some of the activities below are aspirational and would only go forward if additional funding is identified.*

Appendix 2 describes a preliminary proposed schedule for implementing anticipated C&E activities. This schedule will be revised as the WCRPB's marine planning continues.

All Audiences - Activities

The WCRPB will develop outreach materials and messaging to inform and educate audience members, tailoring materials as needed, and using a variety of mechanisms to reach out to stakeholders and the public. Information about the WCRPB and its marine planning efforts will be posted to the WCRPB's website, social media platform(s), and distributed to interested stakeholders electronically via email and at meetings and events.

Key activities include:

- **Outreach Materials:** The WCRPB Coordinator will develop outreach materials (e.g., one pagers, PowerPoints, visual graphics, video).
 - These materials will be tailored to address gaps in stakeholder understanding and inform and promote future stakeholder engagement.
- **Key Messages:** The WCRPB members, with support from WCRPB staff, will develop consistent and clear messaging.
 - These key messages will support development of the outreach materials and be used by all WCRBP staff and members when discussing the WCRPB and West Coast marine planning with stakeholders and the public. Key messages will be developed both for the general public and for particular ocean interests.
- **Online Engagement:** To maximize efficiency, WCRPB staff will transition to additional engagement online once in-person relationships are established. Contact information will always be provided for RPB members and staff should external partners wish to have direct discussions.
- **Periodic in-person meetings:** These will primarily be targeted to the individual audiences and will be scheduled strategically in coordination with state, tribal, and federal partners. The WCRPB should encourage public participation at its regular meetings, although these WCRPB meeting should not serve as a substitute to convening dedicated public meetings as appropriate.

⁵ Pacific Fishery Management Council: <http://www.pcouncil.org/>

⁶ West Coast Ocean Data Portal: <http://portal.westcoastcoastceans.org/>

- **Website Updates:** The WCRPB Coordinator will use the WCRPB website to post and convey key information.
 - As the WCRPB continues the development of its marine planning efforts and begins to educate and involve a broader range of stakeholders and communities, the importance of its website will increase significantly. Due to the number of interested parties through the region, the WCRPB’s website will be one of its most important and efficient outreach tools and the most important for C&E activities with stakeholders for many years to come. At a minimum, this activity involves updating the website at regular intervals. Ideally, this activity also involves conducting an assessment of the WCRPB website to determine if it is effectively targeting and addressing the needs of key audiences. We recognize that the internet is still not available at the same performance levels in all of our rural communities, but the use of the website will be important for the RPB in order to be efficient and streamlined in our communications.
- **Social Media Strategy:** The WCRPB Coordinator will use best practices and keys to success when it comes to implementing social media platforms as a tool for effective engagement as appropriate.
 - The WCRPB Coordinator will aim to develop a social media strategy, targeted at specific audiences and with specific objectives, that identifies what types of information should be shared via social media and by which social media tools. This will enhance the marketing and educational efforts in a virtual manner and reach a greater number of audience members through an informal medium. The WCRPB Coordinator will develop and maintain social media account(s) to increase awareness of their role and engagement efforts in marine planning. This may include the creation of a Twitter account. Should the WCRPB find this useful and worth the investment of time, the WCRPB will use their email distribution list to gain followers, likes, and connections and update the accounts with major milestones, announcements, and events.
- **Draft Document Review Opportunities:** The WCRPB will provide draft document review opportunities.
 - Once the WCRPB marine planning activities begin, the WCRPB will make administrative drafts of marine planning-related documents available for public review and comment. To facilitate the review process, the WCRPB can offer webinar opportunities in advance in anticipation of the release of draft marine planning-related documents and products to ensure stakeholders are aware of the effort and what it aims to achieve before reviewing the actual document.
- **Regular Update Webinars:** The WCRPB member(s), supported by WCRPB staff, will engage in bi-monthly or quarterly update webinars open to the public.
 - WCRPB members will volunteer to present on relevant topics on a rolling basis.
- **Develop a WCRPB Member List:** The WCRPB Coordinator will develop a list of WCRPB members and share it on the WCRPB website.

Additional description of specific outreach materials to be developed is below in Section 6.

WCRPB Member-Specific Activity Details

The WCRPB will engage with its members during planning calls to ensure there is broad internal awareness of the development of the marine planning efforts, including the C&E activities. These discussions will inform coordination of C&E activities between WCRPB members and include:

- **Information Updates:** The WCRPB Coordinator will provide information on the roles and responsibilities of the WCRPB members in the marine planning process via the

- WCRPB website and through regular email updates.
- **Member Coordination:** The WCRPB members, with support from WCRPB Coordinator, will conduct ongoing partner coordination regarding content, integration, participation in regional and sub-regional groups, and C&E activities.
 - This includes participating in monthly remote calls via phone and webinar and periodic in-person sub-regional meetings.
 - **New Member Recruitment/Briefings:** WCRPB Coordinator will provide orientations (i.e., emails, phone calls, and presentations) on the role of the WCRPB to new members, and work with WCRPB members to recruit new members to fill vacancies as needed and as appropriate.

State Agency-Specific Activity Details

The WCRPB state agency members will lead communication of the marine planning efforts and C&E activities to the many other state agencies that are not members of the WCRPB. If issues arise, agencies have an opportunity to provide input and suggestions on a coordinated regional approach through their state's member agencies. The WCRPB state member C&E activities will include:

- **Participate in State-Level Marine Planning Processes:** WCRPB state agency members will stay engaged in state-level planning processes and identify areas of opportunity for the WCRPB or sub-regional efforts.
- **Marine Planning Briefings:** WCRPB state agency members will provide periodic updates to non-WCRPB state agency members and facilitate the exchange of information on marine planning activities.
 - To the greatest extent possible, these briefings will make use of and leverage existing public, stakeholder, related program or interagency meetings. At these briefings, the WCRPB state agency member will build an understanding about the marine planning efforts and highlight upcoming marine planning milestones and engagement opportunities.
- **Draft Document Review Webinars:** WCRPB state agency members will engage state agencies as appropriate in the review of draft documents during the marine planning process.

Coastal Communities-Specific Activity Details

The WCRPB Coordinator and members will engage with coastal communities through two-way communication to receive their feedback and input on its marine planning efforts and ensure that local perspectives and interests are considered. The WCRPB C&E activities with coastal communities will include:

- **Distribution List:** The WCRPB Coordinator will develop and/or build upon existing coastal communities email distribution list(s).
- **Email Updates:** The WCRPB Coordinator will provide regular email updates to the distribution list.
- **Providing Local Level Presentations:** WCRPB members, with support from WCRPB Coordinator, will identify local government meetings/activities and key contacts, develop a list of key events, and offer to provide presentations and hold discussions regarding the WCRPB's efforts at these key events as appropriate and on topics as requested.
- **Engage with LCPs:** WCRPB members will identify Local Coastal Plans (LCPs) or their equivalent and their point-of-contact; share information, presentations and/or engage in discussions as appropriate.
- **Sub-Regional Engagement:** The WCRPB Coordinator will work with relevant WCRPB members to coordinate and target existing state-led agencies and councils/bodies in

Washington, Oregon, and California to target various sub-regional coastal community interests on the West Coast; conduct educational meetings/webinars, providing information on the WCRPB, its role, updates on marine planning efforts, and an opportunity for coastal communities to provide input via phone, webinar, in-person, or in a hybrid format.

- As Sub-regional Planning Teams (SRPTs) are established, each Team will develop their own approach for engaging with coastal communities in their sub-region. The WCRPB Coordinator will support coastal community engagement by the SRPT, and determine feasible approaches and tasks based on the capacity, existing efforts and goals of each SRPT.
- Examples of existing state-level councils/bodies include: [Washington Coast Marine Advisory Council](#) (WCMAC)⁷, the [Oregon Ocean Policy Advisory Council](#) (OPAC)⁸, and the [State of California's Ocean Protection Council](#)⁹ (OPC).

Tribes-Specific Activity Details

The WCRPB Coordinator will continue to coordinate with tribal members and the WCOP to engage with federally-recognized tribes not on the WCRPB and non-federally recognized tribes to receive their feedback and input on its marine planning efforts and ensure that the tribal perspective and interests outside of the WCRPB membership is considered. The C&E activities with tribes will include:

- **Distribution List:** The WCRPB Coordinator will coordinate with the WCOP to obtain an email list for federally recognized tribes not on the WCRPB and non-federally recognized tribes.
- **Email Updates:** The WCRPB Coordinator will provide regular general information email updates on the WCRPB's planning process to the distribution list.
- **Tribal Council Briefings:** The WCRPB Coordinator will request WCRPB tribal members to coordinate with West Coast federally recognized tribes not on the WCRPB and non-federally recognized tribes and provide regular briefings to their tribal councils (e.g., through the Tribal Caucus or similar organization).
 - Share information on West Coast marine planning with regional or state level tribal liaisons, and request that they forward this information to their constituents (i.e., Columbia River Inter-Tribal Fish Commission, California Native American Heritage Commission).
- **Conduct Sub-Regional-Level Marine Planning Workshops/Webinars:** The WCRPB Coordinator will coordinate with the WCRPB tribal members, the WCOP, and existing councils/bodies in Washington, Oregon, and California to target the C&E audiences' various sub-regional interests on the West Coast and conduct educational workshops/webinars and an opportunity for non-federally recognized tribes to provide input.
 - As Sub-regional Planning Teams (SRPTs) are established, each Team will develop their own approach for engaging with tribal entities in their sub-region. The WCRPB Coordinator will support tribal engagement by the SRPT, and determine feasible approaches and tasks based on the capacity, existing efforts and goals of each SRPT.

Ocean Interests-Specific Activity Details

⁷ Washington Coast Marine Advisory Council: <http://www.ecy.wa.gov/programs/sea/ocean/advisorycouncil.html>

⁸ Ocean Policy Advisory Council: http://www.oregon.gov/LCD/OPAC/Pages/about_us.aspx

⁹ State of California's Ocean Protection Council: <http://www.opc.ca.gov/>

The WCRPB Coordinator, and WCRPB members as appropriate, will develop messaging to engage with ocean interests to receive their feedback and input on its marine planning efforts, ensure that the perspectives of existing (consumptive and non-consumptive) and new use interests are incorporated, and refine its messaging efforts. The WCRPB C&E activities with ocean interests will include:

- **Distribution List:** The WCRPB Coordinator will develop an ocean interests distribution list. ocean interests
- **Email Updates:** The WCRPB Coordinator will provide regular email updates to the distribution list and leverage this by requesting that the updates be distributed more widely by existing distribution lists maintained by ocean interest associations.
- **Information Presentations to Individual Ocean Interest Constituencies:** The WCRPB Coordinator will identify key regional and sub-regional meetings/events and provide updates and engage in discussion.
 - These presentations should begin relatively early in the process and be continued on a consistent basis thereafter.
 - WCRPB staff and members will identify key regional and sub-regional meetings/events for each of the ocean interests.
 - The WCRPB's members will provide regular updates to ocean industry constituencies (e.g., PFMC members providing updates to fishing groups on ocean planning efforts via participation at meetings and by leveraging existing communications channels).
- **Sub-Regional Engagement:** The WCRPB Coordinator will coordinate with existing state-led agencies and councils/bodies in Washington, Oregon, and California to target the C&E audiences' various sub-regional interests on the West Coast and conduct educational meetings/webinars, providing information on the WCRPB, its role, updates on marine planning efforts, and an opportunity for ocean interests to provide input via phone, webinar, in-person, or hybrid format.
 - As Sub-regional Planning Teams (SRPTs) are established, each Team will develop their own approach for engaging with ocean interests in their sub-region.
 - The WCRPB Coordinator will support ocean interest engagement by the SRPT, and determine feasible approaches and tasks based on the capacity, existing efforts and goals of each SRPT.

SECTION 6 – OUTREACH MATERIALS

Outreach materials will be easy-to-understand and visually appealing. They will provide marine planning-related information, examples of existing and new uses, and clearly demonstrate the value of marine planning. Consistent messages agreed to by the WCRPB will be used in C&E outreach materials, including on the WCRPB website, fact sheets, and PowerPoint slides, and can also be used by WCRPB members as talking points to guide meeting presentations.

Outreach Materials

The WCRPB will develop informational materials that convey clear, consistent, and timely information that clarifies the basic intent of marine planning and how it relates to stakeholder interests; informs them on how to get involved; and motivates stakeholders to engage in the WCRPB's marine planning efforts.

One-Pagers -- Fact Sheet and FAQ

Informational one-page outlines will be designed in a consistent format and may be tailored to specific audiences. In the near-term, the WCRPB will draft 1) an updated fact sheet and 2) a frequently asked question (FAQ) document that collectively include the following WCRPB details:

- Challenge the WCRPB is trying to solve
- Proposed solution
- Key benefits
- Timeline of the C&E efforts and how stakeholders and the public can be involved

PowerPoint Presentations

PowerPoint presentation templates will be developed to ensure consistent messaging and to minimize the WCRPB staff and members' time in preparing for stakeholder meetings and briefings. These presentations should have consistent branding for the WCRPB.

Video

The WCRPB will aim to develop a short video that can be shared online as part of the educational outreach materials; however, this deliverable is resource dependent.

List of WCRPB Members

A list of WCRPB members will be developed and posted to the WCRPB website.

Key Messages

The WCRPB will develop clear, compelling messages that can be used to explain the WCRPB's marine planning efforts in all outreach materials, including the website, fact sheets, presentations, and social media postings. The WCRPB will leverage existing resources, including feedback captured during past stakeholder meetings and data analyses, to develop overarching messages that can be broadly shared among stakeholder groups. Tailored messages will also be developed for use with particular stakeholder groups based on their more specific interests and key milestones. Use of consistent messages will help educate stakeholders and provide clarity while avoiding potential confusion.

Initial key messages for C&E efforts to be conveyed are provided under the key themes below. Additional key messages should be developed for individual audiences.

Clarifying the WCRPB's Role: What does and does not the WCRPB do?

- Clarify the role of the WCRPB, its function, and the benefits of bringing all relevant government entities together in one place/forum to discuss interests, issues, uses, and/or projects.
- WCRPB is not a regulatory or decision-making body that supersedes relevant state and/or local authorities.

Communication and Engagement Approach/Needs

- The WCRPB should integrate data from diverse ocean interests to inform the planning process.
- The WCRPB needs to engage in early, meaningful, and transparent, two-way communication with external stakeholders.
- The WCRPB's C&E activities will provide opportunities for remote participation as needed.
- West Coast marine planning will take an inclusive, multiple-use approach.

Coordinating Interests/Activities for All Groups

- There is significant competition for ocean use and a need to collaborate with existing and new ocean interests to find a common path forward.
- Existing and new ocean users need an effective framework to learn about each other's activities, the West Coast's important marine species, habitat and ecological functions, and the potential for conflicts and/or compatibility.
- Ensure that local coastal communities/officials' have input into planning processes and understand how these efforts may enhance their local efforts.
- A sub-regional planning approach is necessary to recognize various differences in uses, resources, plans and management along the West Coast, while feeding into a common regional planning forum.

Website Content

The WCRPB will enhance its website to include information about its members, and upcoming and past events. Content updates should be informed by an assessment of website content and functionality. The WCRPB will aim to be as transparent, informational, and user-friendly as possible and present information for external and non-technical audiences.

SECTION 7 - ACCOUNTABILITY AND TRANSPARENCY

Accountability and transparency are important to the success of the WCRPB. They create an environment by which stakeholder interests along the West Coast can engage with confidence to inform marine planning efforts. WCRPB members should adhere to the following practices to help ensure accountability and transparency.

- Advanced notifications of meeting times, locations, and agendas.
- Web posting of WCRPB materials.
- Broad and timely publicity around review of key documents.
- Solicitation of input from stakeholders and good faith effort to incorporate stakeholder interests.

The WCRPB Coordinator will serve as point person responsible for implementing the C&E plan. Oversight of C&E Plan implementation will be provided by the WCRPB Executive Secretariat. The WCRPB Coordinator and Executive Secretariat will meet monthly to track and assess the effectiveness of C&E Plan activities. The WCRPB Coordinator and Executive Secretariat will make changes to the C&E Plan as needed to ensure achievement of the C&E Plan's goals, while adhering to the principles outlined in the C&E Plan.

SECTION 8 - BASELINE AND MEASURING SUCCESS

A series of qualitative and quantitative metrics (i.e., meetings and briefings conducted, media monitoring, feedback from informal check-ins with influential stakeholders, internal feedback) will be developed to measure the success of the WCRPB's C&E efforts. At the outset of implementing this C&E plan, an initial measure of these metrics will be conducted in order to establish a baseline. Progress against that baseline will be measured again at six-month intervals.

APPENDIX 1

A high level overview of the strategies and C&E activities for each of the five main audience types are listed in the table below. *The strategies in the left-hand column support the objectives listed in Section 2 of the C&E Plan. The activities listed in the right-hand column address these strategies for the particular audiences.*

All Audiences	
Strategies	C&E Activities
<ul style="list-style-type: none"> Engage in activities and develop outreach materials to inform and educate audience members, tailoring materials as needed for all of the WCRPB's targeted audience members (WCRPB members, state agencies, coastal communities, tribes, and ocean interest groups). Incorporate information from sub-regional marine planning efforts into WCRPB discussions. 	<ul style="list-style-type: none"> ➤ Outreach Materials: The WCRPB Coordinator will develop outreach materials. ➤ Key Messages: The WCRPB membership, with support from staff, will reach consensus on consistent and clear messaging. ➤ Online Engagement: WCRPB Coordinator will transition to more engagement online once in-person relationships are established. ➤ Periodic in-person meetings: These will primarily be targeted to the individual audiences. ➤ Website Updates: The WCRPB Coordinator will use the WCRPB website to post and convey key information. ➤ Social Media Strategy: The WCRPB Coordinator will support a best practices social media approach as a tool for effective engagement with targeted audiences as appropriate. ➤ Regular Update Webinars: The WCRPB member(s), supported by WCRPB Coordinator, will engage in bi-monthly or quarterly update webinars open to the public. ➤ Develop a WCRPB Member List: The WCRPB Coordinator will develop a list of WCRPB members and share it on the WCRPB website.
Audience: West Coast Regional Planning Body Members	
Strategies	C&E Activities
<ul style="list-style-type: none"> Clarify WCRPB members' participation in the marine planning process. Ensure early, timely, meaningful, and consistent content and messaging related to the WCRPB and its members. Coordinate and align marine planning content development and schedule as appropriate between the WCRPB members. Coordinate marine planning C&E activities as appropriate between 	<ul style="list-style-type: none"> ❑ Information Updates: The WCRPB Coordinator will provide information on the roles and responsibilities of the WCRPB members. ❑ Member Coordination: The WCRPB members, with support from WCRPB Coordinator, will coordinate on participation in regional and sub-regional groups, and C&E activities. ❑ New Member Recruitment/Briefings: WCRPB Coordinator will provide orientations on the role of the WCRPB to new members.

the WCRPB members.	
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Audience: State Agencies	
Strategies	C&E Activities
<ul style="list-style-type: none"> ● Provide transparent, efficient, and consistent engagement opportunities for non-WCRPB state agency members. ● Build state agencies' core understanding of the WCRPB's marine planning efforts, its purpose, and its integration with the state planning processes. ● Solicit meaningful input from state agencies on the WCRPB marine planning content. ● Inform marine planning processes of how to meet state natural resource goals and objectives. 	<ul style="list-style-type: none"> □ Participate in State-Level Marine Planning Processes: WCRPB state agency members will stay engaged in state-level planning processes and identify areas of opportunity for the WCRPB and/or sub-regional efforts. □ Marine Planning Briefings: WCRPB state agency members will provide periodic updates to non-WCRPB member agencies within their state and facilitate the exchange of information on marine planning activities. □ Draft Document Review Webinars: WCRPB state agency members will engage additional agencies within their state as appropriate in the review of draft documents during the marine planning process.

Audience: Coastal Communities	
Strategies	C&E Activities
<ul style="list-style-type: none"> ● Ensure clear articulation of the role of the WCRPB and its decision-making capabilities. ● Provide clear and transparent messaging and consistent engagement opportunities for coastal communities. ● Build understanding of the WCRPB's marine planning efforts, its purpose, and its C&E activities with coastal communities. ● Solicit timely and meaningful input from coastal communities and interests on WCRPB marine planning content. ● Inform marine planning processes regarding how to meet coastal communities' interests. 	<ul style="list-style-type: none"> □ Distribution List: The WCRPB Coordinator, with support from WCRPB members, will develop and/or build upon existing coastal communities email distribution list(s). □ Email Updates: The WCRPB Coordinator will provide regular email updates to the distribution list. □ Providing Local Level Presentations: WCRPB members will identify local government meetings/activities and offer to provide presentations, hold discussions, and invite input regarding the WCRPB's efforts at these key events. □ Engage with LCPs: WCRPB members will identify Local Coastal Plans (LCPs) or their equivalent; share information, engage in discussions, and invite input as appropriate. □ Sub-Regional Engagement: The WCRPB Coordinator will work with relevant WCRPB members to coordinate and target existing state-led agencies and councils/bodies in Washington, Oregon, and California to conduct sub-regional coastal community interests on the West Coast; conduct educational meetings/webinars.

Audience: Tribes (Federally and Non-Federally Recognized)	
Strategies	C&E Activities
<ul style="list-style-type: none"> ● Build off of existing engagement efforts from the WCRPB members and the WCOP. ● Ensure clear articulation of the role of the WCRPB and its decision-making capabilities. ● Provide clear and transparent messaging and consistent engagement opportunities for tribes. ● Build understanding of the WCRPB's marine planning efforts, its purpose, and its C&E activities with tribes. ● Solicit meaningful input from tribes and interests on WCRPB marine planning content. ● Inform marine planning processes regarding how to meet tribes' interests and legal authorities. 	<ul style="list-style-type: none"> ➤ Distribution List: The WCRPB Coordinator will coordinate with the WCOP to obtain an email list for federally recognized tribes not on the WCRPB and non-federally recognized tribes. ➤ Email Updates: The WCRPB Coordinator will provide regular general information email updates on the WCRPB's planning process to the distribution list. ➤ Tribal Council Briefings: The WCRPB Coordinator will request WCRPB tribal members to coordinate with West Coast federally recognized tribes to provide regular briefings to their tribal councils. ➤ Conduct Sub-Regional-Level Marine Planning Meetings/Webinars: The WCRPB Coordinator will coordinate with the WCRPB tribal members, the WCOP, and existing councils/bodies in Washington, Oregon, and California to coordinate various sub-regional interests and conduct educational workshops/webinars.

Audience: Ocean Interests	
Strategies	C&E Activities
<ul style="list-style-type: none"> ● Build understanding around the role of the WCRPB, marine planning on the West Coast, and external stakeholder engagement opportunities. ● Provide meaningful, transparent, and consistent opportunities for ocean interests to track and inform development of the marine planning process. ● Communicate and demonstrate the benefits of collaborative marine planning process and win-win scenarios for ocean interest groups. 	<ul style="list-style-type: none"> □ Distribution List: The WCRPB Coordinator will develop an ocean interests distribution list. □ Email Updates: The WCRPB Coordinator will provide regular email updates to the distribution list. □ Information Presentations to Individual Ocean Interest Constituencies: The WCRPB Coordinator will identify key regional and sub-regional meetings/events and provide updates, engage in discussion, and solicit input. □ Sub-Regional Engagement: The WCRPB Coordinator will coordinate with existing state-led agencies and councils/bodies in Washington, Oregon, and California to target the C&E audiences' various sub-regional interests on the West Coast and conduct educational meetings/webinars.

APPENDIX 2

The activity schedule below will be updated as the WCRPB develops and implements this C&E Plan.

