



West Coast
OCEAN ALLIANCE

Communications & Engagement Plan

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EDITING NOTE

This document was originally developed for West Coast partners (tribes, states and federal agencies) working under the formal structure of the West Coast Regional Planning Body in 2017, who have now transitioned to the West Coast Ocean Alliance. To better align the content of this document with the current regional efforts of the group on the U.S. West Coast, it was amended in November 2019 to replace references to “Regional Planning Body” and related terminology to “West Coast Ocean Alliance.” Otherwise the content of this document related to stakeholder communication and engagement was unchanged.

SECTION 1 - PROJECT BACKGROUND AND PURPOSE

The West Coast Ocean Alliance (WCOA) is comprised of representatives from tribal, state (Washington, Oregon, and California), and federal governments, and the Pacific Fishery Management Council (PFMC). The purpose of the WCOA is to coordinate, communicate, and harmonize regional ocean partnership efforts throughout the region and address specific management challenges associated with multiple uses of the ocean, economic priorities, and conservation objectives. “On the ground” activities will occur at sub-regional scales and build on existing efforts. This approach is feasible in a large geographic region with many WCOA members and interests.

As the WCOA undertakes its work supporting intergovernmental 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 WCOA’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 WCOA 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 WCOA 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 ocean partnerships in the U.S. The approach is intended to be responsive to their interests and preferences around communications and engagement in support of the WCOA.

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

- 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 West Coast members and interested stakeholders (review process to be initiated at October 26-27, 2016 West Coast RPB 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 WCOA.

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

Goal 2: Increase stakeholder and public participation in West Coast regional ocean partnership and coordination efforts.

- Objective 2.1: Provide stakeholders with early, multiple, timely, and meaningful opportunities to provide input on West Coast regional ocean partnership 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 WCOA's efforts.
- Objective 2.4: Promote broad buy-in and support for WCOA efforts.

SECTION 3 - COMMUNICATION & ENGAGEMENT GUIDING PRINCIPLES AND APPROACH

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

Guiding Principles

The WCOA'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 WCOA's regional ocean partnership C&E approach will:

- Build effectively upon initial C&E efforts conducted by the WCOA and its members to date.
- Strategically leverage the WCOA Coordinator, WCOA members, and Sub-Regional teams to jointly conduct outreach.
- Develop clear and consistent messaging about the role and intent of the WCOA as a whole.
- Recognize that there are various types of audiences interested in regional ocean partnerships, 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.¹
- Provide opportunities for both sharing information with interested constituencies and for soliciting input and feedback from them to inform West Coast regional ocean partnership activities.

SECTION 4 - COMMUNICATION & ENGAGEMENT AUDIENCES

A broad range of audiences have an interest in the development of the WCOA's efforts. This C&E Plan organizes West Coast audiences into five main categories including: (1) WCOA members, (2) state agencies, (3) coastal communities, (4) tribes, and (5) other ocean interests. The WCOA recognizes that these audiences and the individual organizations that compose them are characterized by have diverse interests in the WCOA and its 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 WCOA's efforts. These interests were identified via the assessment interviews and other outreach discussions described above.

¹ 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 Ocean Alliance Members

The WCOA's members consist of West Coast tribes, the states of Washington, Oregon, and California, federal agencies, and the PFMC. As members, they are focused on engaging around address existing and future management challenges and existing and emerging uses of the region's oceans and coasts. WCOA members' interests include:

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

State Agencies

The goals of the WCOA's regional ocean partnership efforts align with various state natural resource and coastal management entities. The WCOA 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 WCOA and will play an instrumental role in coordinating and implementing the strategies and actions identified in ocean management on a state and local level. The WCOA 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 WCOA's regional ocean partnership 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 priorities and actions to improve regional adaptation and implementation.

Regional and Sub-Regional Level

Coastal Communities

Local coastal communities' involvement in the WCOA's regional ocean partnership 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 regional ocean partnership on a micro level. Living in a coastal community provides a unique perspective and it is in the interest of the WCOA 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 WCOA's regional ocean partnership 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 WCOA includes tribes and those who have government-to-government and tribal/trust responsibilities with federal agencies in the WCOA. In addition to targeting WCOA tribal members, C&E efforts must also effectively reach tribes not participating in the WCOA. The WCOA 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 WCOA's regional ocean partnership efforts on a local and regional level. These constituencies, made up of stakeholders that are external to the WCOA 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 WCOA's regional ocean partnership efforts. The WCOA 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 WCOA'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 WCOA, through staff, membership and sub-regional teams, will implement C&E activities in a coordinated effort that engages the five audiences as identified above (i.e., WCOA 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 WCOA, including any coordinated efforts with the [PFMC](#)², and [West Coast Ocean Data Portal](#)³ (WCODP).

² Pacific Fishery Management Council: <http://www.pcouncil.org/>

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 WCOA 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: WCOA 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 WCOA's regional ocean partnership continues.

All Audiences - Activities

The WCOA 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 WCOA and its regional ocean partnership efforts will be posted to the WCOA'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 WCOA 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 WCOA members, with support from WCOA 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 WCOA and West Coast regional ocean partnership 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, WCOA 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 WCOA should encourage public participation at its regular meetings, although these WCOA meeting should not serve as a substitute to convening dedicated public meetings as appropriate.
- **Website Updates:** The WCOA Coordinator will use the WCOA website to post and convey key information.

³ West Coast Ocean Data Portal: <http://portal.westcoastoceans.org/>

- As the WCOA continues the development of its regional ocean partnership 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 WCOA'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 WCOA 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 WCOA 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 WCOA 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 WCOA Coordinator will develop and maintain social media account(s) to increase awareness of their role and engagement efforts in regional ocean partnership. This may include the creation of a Twitter account. Should the WCOA find this useful and worth the investment of time, the WCOA 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 WCOA will provide draft document review opportunities.
 - As the WCOA regional ocean partnership activities continue, the WCOA will make administrative drafts of regional ocean partnership documents available for public review and comment. To facilitate the review process, the WCOA can offer webinar opportunities in advance in anticipation of the release of draft regional ocean partnership-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 WCOA member(s), supported by WCOA staff, will engage in bi-monthly or quarterly update webinars open to the public.
 - WCOA members will volunteer to present on relevant topics on a rolling basis.
- **Develop a WCOA Member List:** The WCOA Coordinator will develop a list of WCOA members and share it on the WCOA website.

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

WCOA Member-Specific Activity Details

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

- **Information Updates:** The WCOA Coordinator will provide information on the roles and responsibilities of the WCOA members in the regional ocean partnership process via the WCOA website and through regular email updates.

- **Member Coordination:** The WCOA members, with support from WCOA 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:** WCOA Coordinator will provide orientations (i.e., emails, phone calls, and presentations) on the role of the WCOA to new members, and work with WCOA members to recruit new members to fill vacancies as needed and as appropriate.

State Agency-Specific Activity Details

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

- **Participate in State-Level Processes:** WCOA state agency members will stay engaged in state-level planning processes and identify areas of opportunity for the WCOA or sub-regional efforts.
- **Regional Ocean Partnership Briefings:** WCOA state agency members will provide periodic updates to non-WCOA state agency members and facilitate the exchange of information on regional ocean partnership 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 WCOA state agency member will build an understanding about the regional ocean partnership efforts and highlight upcoming regional ocean partnership milestones and engagement opportunities.
- **Draft Document Review Webinars:** WCOA state agency members will engage state agencies as appropriate in the review of draft documents during the regional ocean partnership process.

Coastal Communities-Specific Activity Details

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

- **Distribution List:** The WCOA Coordinator will develop and/or build upon existing coastal communities email distribution list(s).
- **Email Updates:** The WCOA Coordinator will provide regular email updates to the distribution list.
- **Providing Local Level Presentations:** WCOA members, with support from WCOA 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 WCOA's efforts at these key events as appropriate and on topics as requested.
- **Engage with LCPs:** WCOA 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 WCOA Coordinator will work with relevant WCOA 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 WCOA, its role, updates on regional ocean partnership efforts, and an opportunity for coastal communities to provide input via phone, webinar, in-person, or in a hybrid format.

- As sub-regional teams are established, each sub-region will develop their own approach for engaging with coastal communities in their sub-regional area. The WCOA Coordinator will support coastal community engagement by the sub-region, and determine feasible approaches and tasks based on the capacity, existing efforts and goals of each sub-regional team.
- Examples of existing state-level councils/bodies include: [Washington Coast Marine Advisory Council](#) (WCMAC)⁴, the [Oregon Ocean Policy Advisory Council](#) (OPAC)⁵, and the [State of California's Ocean Protection Council](#)⁶ (OPC).

Tribes-Specific Activity Details

The WCOA Coordinator will continue to coordinate with tribal members to engage with tribes not on the WCOA to receive their feedback and input on its regional ocean partnership efforts and ensure that the tribal perspective and interests outside of the WCOA membership is considered. The C&E activities with tribes will include:

- **Distribution List:** The WCOA Coordinator will work to obtain an email list for interested tribes not on the WCOA.
- **Email Updates:** The WCOA Coordinator will provide regular general information email updates on the WCOA's process to the distribution list.
- **Tribal Council Briefings:** The WCOA Coordinator will request WCOA tribal members to coordinate with West Coast tribes not on the WCOA and provide regular briefings to their tribal councils (e.g., through the Tribal Caucus or similar organization).
 - Share information on West Coast regional ocean partnership 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 Workshops/Webinars:** The WCOA Coordinator will coordinate with the WCOA tribal members, 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.
 - As sub-regional teams are established, each will develop their own approach for engaging with tribal entities in their sub-region. The WCOA Coordinator will support tribal engagement by the SRPT, and determine feasible approaches and tasks based on the capacity, existing efforts and goals of each sub-region.

Ocean Interests-Specific Activity Details

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

- **Distribution List:** The WCOA Coordinator will develop an ocean interests distribution list. ocean interests
- **Email Updates:** The WCOA Coordinator will provide regular email updates to the

⁴ Washington Coast Marine Advisory Council: <http://www.ecy.wa.gov/programs/sea/ocean/advisorycouncil.html>

⁵ Ocean Policy Advisory Council: http://www.oregon.gov/LCD/OPAC/Pages/about_us.aspx

⁶ State of California's Ocean Protection Council: <http://www.opc.ca.gov/>

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 WCOA 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.
 - WCOA staff and members will identify key regional and sub-regional meetings/events for each of the ocean interests.
 - The WCOA's members will provide regular updates to ocean industry constituencies (e.g., PFMC members providing updates to fishing groups on regional ocean partnership efforts via participation at meetings and by leveraging existing communications channels).

- **Sub-Regional Engagement:** The WCOA 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 WCOA, its role, updates on regional ocean partnership efforts, and an opportunity for ocean interests to provide input via phone, webinar, in-person, or hybrid format.

As sub-regional teams are established, each Team will develop their own approach for engaging with ocean interests in their sub-region. The WCOA 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 sub-region.

SECTION 6 – OUTREACH MATERIALS

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

Outreach Materials

The WCOA will develop informational materials that convey clear, consistent, and timely information that clarifies the basic intent of regional ocean partnership activities and how it relates to stakeholder interests; informs them on how to get involved; and motivates stakeholders to engage in the WCOA's regional ocean partnership 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 WCOA will draft 1) an updated fact sheet and 2) a frequently asked question (FAQ) document that collectively include the following WCOA details:

- Challenge the WCOA 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 WCOA staff and members' time in preparing for stakeholder meetings and briefings. These presentations should have consistent branding for the WCOA.

Video

The WCOA 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 WCOA Members

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

Key Messages

The WCOA will develop clear, compelling messages that can be used to explain the WCOA's regional ocean partnership efforts in all outreach materials, including the website, fact sheets, presentations, and social media postings. The WCOA 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 WCOA's Role: What does and does not the WCOA do?

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

Communication and Engagement Approach/Needs

- The WCOA should integrate data from diverse ocean interests to inform the regional ocean partnership process.
- The WCOA needs to engage in early, meaningful, and transparent, two-way communication with external stakeholders.
- The WCOA's C&E activities will provide opportunities for remote participation as needed.
- West Coast regional ocean partnership activities 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 regional ocean partnership processes and understand how these efforts may enhance their local efforts.
- A sub-regional approach is necessary to recognize various differences in uses, resources, plans and management along the West Coast, while feeding into a common regional forum.

Website Content

The WCOA 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 WCOA 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 WCOA. They create an environment by which stakeholder interests along the West Coast can engage with confidence to inform regional ocean partnership efforts. WCOA members should adhere to the following practices to help ensure accountability and transparency.

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

The WCOA Coordinator will serve as point person responsible for implementing the C&E plan. Oversight of C&E Plan implementation will be provided by the WCOA Executive Committee. The WCOA Coordinator and Executive Committee will meet monthly to track and assess the effectiveness of C&E Plan activities. The WCOA Coordinator and Executive Committee 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 WCOA'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.