



# Green River Valley Flooding

King County and Regional Partner  
Communications and Outreach Plan  
Update

# Goal

- A prepared citizenry to ensure their safety during potential major flood

# Objectives

- Reach every resident, business in potential inundation area
- Move people to action—prepare for worst
- Demonstrate government is acting responsibly

# Challenges

**The need to quickly move people through stages of awareness**

- Inform
- Educate
- Move to action

# Approach

- Collaborate/coordinate with cities, federal agencies, state, other key agencies
- Don't reinvent the wheel, tap into existing networks, efforts
- Build equity by using same messages for each other's activities
- Drive people to regional Web site:  
**[www.kingcounty.gov/floodplan](http://www.kingcounty.gov/floodplan)**

# Tactics

- Media--news stories, announcements, events, milestones—50 broadcast & 40 print stories
- Outreach—cities, county, stakeholder organizations—Nearly 20 meetings
- Cities-multiple mailings, newsletters, door-to-door
- King County brochure mailing to 170,000
- Another planned for mid-Oct.

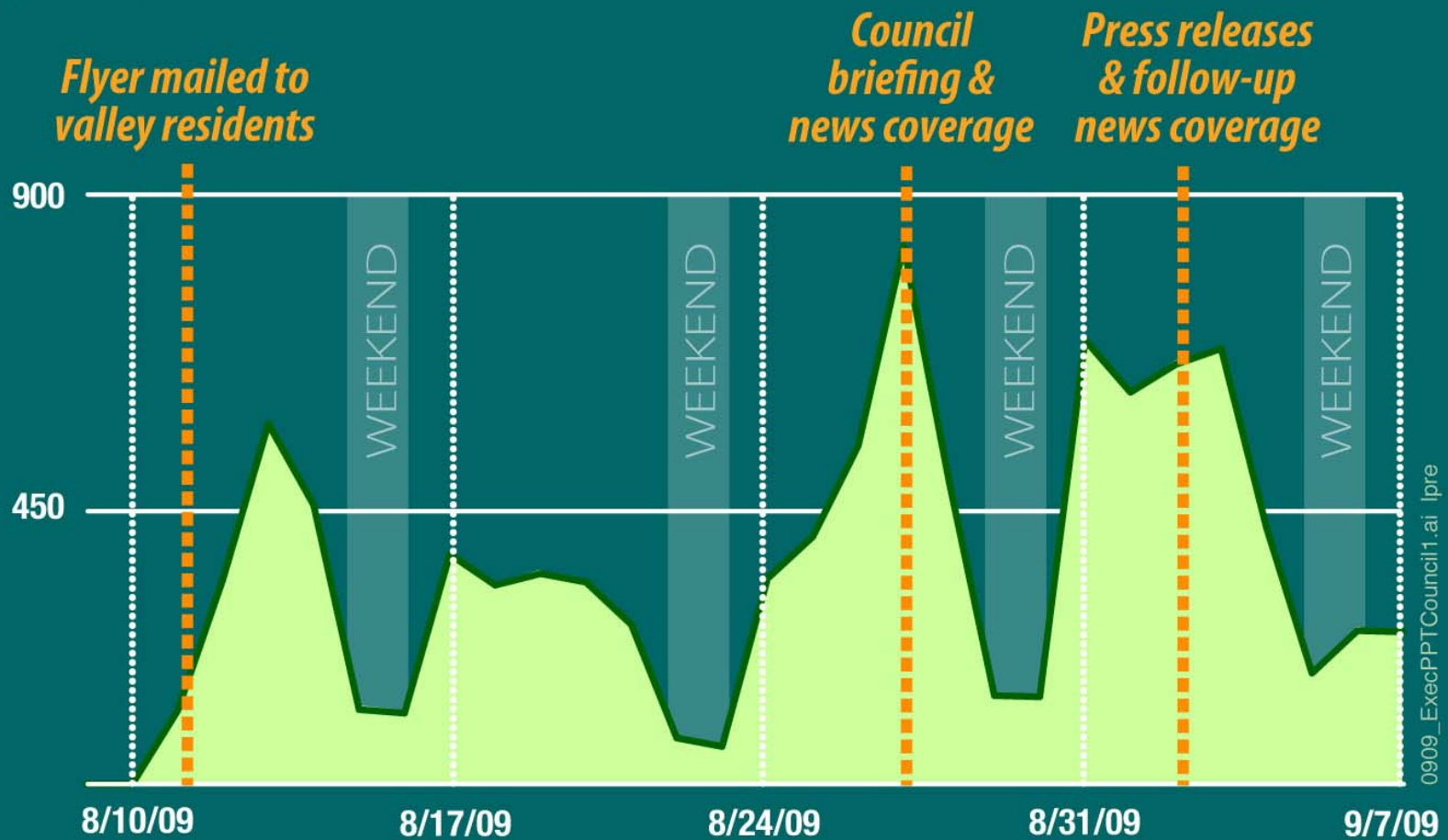
## MAJOR WEB STATISTICS

### Flood Planning Home Page

Aug 8, 2009 - Sep 7, 2009

10,420 Unique Views

Green River  
Flood Planning  
Outreach



# Tactics, con't

- Town Hall meetings
  - Tonight - Green River College
  - March meeting - 600 attended
- Flood District's phone survey
  - New insights about how to reach people
- Action low - Insurance brokers' association

# Planned Outreach Activities

- Pre-flood season media campaign, September-October, all regional partners
  - PSAs, meetings, tours, etc.
  - News announcements: four planned
- Town Hall meeting tonight
- Valley joint chamber meeting
- Auburn Disaster Fair, Sept. 26, USACE and Auburn
- Invite media to play in Sept. tabletop exercise w/Regional Team
- Water Management media tour – October - USACE
- October is Flood Awareness Month – media event



# Measuring success of communication activities

- Phone inquiries—500 calls since brochure
- Requests for speakers-business groups
- Retail activity
  - Point of Sale--To Go Kit supplies
- Web pages

# **Door-to-door outreach: entire potential inundation area**

- Approximately 26,000 evacuees in Valley worst case scenario.
- Demographer estimates 12,300 housing units and 2,300 business units
- Unincorporated Upper Green: 140 parcels
- Cities have done door-to-door distribution of information multiple times
- King Co. Sheriff and Fire District 44 plan a door-to-door effort in the unincorporated area.

# Vulnerable Populations

- Existing infrastructure being used with information and trainings underway and planned
- Using networking or direct contact w/130+ organizations.
  - Healthcare Coalition, DCHS, Red Cross, Goodwill, Section 8 housing, YMCA, others
  - Cities and Red Cross working with school districts
- Seeking financial help with to-go kits for low income residents

# Businesses and Sales

- Businesses advertising flood-relate supplies
- County supplying info for point of sales
  - Retailers, insurance agencies, equipment suppliers also participating
  - State--NOAA radio statewide promotion
  - FEMA 'buy flood insurance' advertising

# Public Service Announcements

- Regional cities and KCTV are developing public service announcements
  - Some bilingual

## Core messages

- general preparedness/all disaster
- new risk of flooding in Green River Valley
- make a plan, buy flood insurance, pack a 'to go' kit
- pay attention during an episode and do what emergency responders ask, i.e. Be safe, evacuate

The background features a light green rectangular area at the top, which transitions into a series of overlapping, wavy shapes in shades of blue and teal that fill the lower portion of the slide.

**For updated information:**

**[www.kingcounty.gov/floodplans](http://www.kingcounty.gov/floodplans)**