

1 Appendix E: Franklin County VSP Outreach Plan

2 The Franklin County VSP Outreach Plan is intended to provide a framework for outreach both during
3 plan development and implementation. This will ensure that outreach to the agricultural community
4 and other interested parties are involved in all aspects of the VSP.

5 Public Communication and Outreach Materials

Type	Description
Create email list	Franklin Conservation District (FCD) created an email list containing all interested parties (e.g., Work Group, Technical Committee, public) for the VSP Work Plan process. All meeting notices and materials as well as documents will continue to be provided to the email list. Anyone may subscribe to the email list from the FCD VSP website: http://www.franklincountyvsp.com/
Update website and media	FCD created a webpage specifically for the VSP and will continually update it with meeting notices and materials as well as documents. Additional information will be added for the implementation phase. FCD also has links to social media, including Facebook and Instagram, on which they frequently engage with the public. The website, with links to social media, can be found at: http://www.franklincountyvsp.com/
News and Success Stories Publications	FCD publishes news and success stories on their website that is publicly available. Information about VSP has been and will continue to be included. Anyone can view this information at the FCD website: https://www.franklincd.org/news
VSP Checklist	The VSP Checklist was completed as part of the VSP Work Plan (see Attachment 1). This checklist will help facilitate participation in VSP and tracking of currently ongoing conservation practices. The VSP Checklist may potentially be converted to an online fillable document in the future.
Postcards, Handouts and Landowner Maps	FCD has sent approximately 1,100 postcards notifying agricultural landowners that they may have acreage that intersects with critical areas. FCD has developed educational handouts outlining typically best management practices that protect and/or enhance critical areas. Landowners who request additional information from the FCD will receive these handouts along with site specific maps outlining critical areas on their lands.
Educational Opportunities	Educational opportunities focused on particular critical area issues and agricultural practices are available to producers at their convenience, for booths at the fair or farmers markets. FCD's educational offerings are described on the FCD website: https://www.franklincd.org/education
Tours	FCD-led annual tours are opportunities to share information with producers, partners and the public. Tours may include on-farm testing/demonstration and field trials.

6

7 Potential Community Meetings or Other Outreach Opportunities

Outreach Opportunity	Description
FCD Meetings	FCD hosts monthly board meetings on the third Tuesday of each month that are available to the public.

Outreach Opportunity	Description
County Fair	Host a booth to provide information on the VSP to a broad range for people.
Farmers Markets	Host a booth to provide information on the VSP to a broad range for people.
Association Meetings	Give presentations at association meetings.
Work Group Member Outreach	FCD led outreach activities with members of the Work Group to reach agricultural producers who are comfortable speaking with a fellow producer.
Newspapers	Provide information to producers though posting in local newspapers.

8

9 Government Agencies and Agricultural Groups

10 Coordination with the following agencies and groups help with outreach and implementation:

- 11 • Franklin County Natural Resource Advisory Council
- 12 • Franklin County Water Conservancy Board
- 13 • South Columbia Basin Irrigation District
- 14 • Franklin County Farm Bureau
- 15 • Washington State Potato Commission
- 16 • U.S. Department of Agriculture Natural Resource Conservation Service

17 Formation of the Work Group and Work Group Meetings

18 Work Group members were selected to provide a thorough representation of agricultural sectors,
 19 including: dairy, dryland, irrigated row-crop, cattle, tree fruit and irrigation districts. In addition,
 20 agricultural interest groups participated including the Washington State Potato Commission and the
 21 Washington State Farm Bureau. FCD also encouraged environmental interest group participation.
 22 However, due to the limited number of environmental groups in Franklin County FCD also allowed
 23 Washington Department of Fish and Wildlife to participate as a voting member. The current
 24 members have served throughout the VSP Work Plan process.

25 The following were groups or types of producers have participated in the Work Group, most since
 26 August 2016:

- 27 • Debbie Berkowitz, Lower Columbia Basin Audubon Society
- 28 • Brian Cochrane, Dryland Wheat
- 29 • Kent McMullen, Franklin County Natural Resource Advisory Council
- 30 • Commissioner Rick Miller, Franklin County
- 31 • Mark Nielson, Franklin County Water Conservancy Board
- 32 • Mark Wieseler, Franklin Conservation District
- 33 • Dave Solem, South Columbia Basin Irrigation District
- 34 • James Alford, Franklin County Farm Bureau
- 35 • Matt Harris, Washington State Potato Commission

- 36 • Tim Waters, WSU Extension
- 37 • Case VanderMeulen, Dairy
- 38 • Michael Ritter, Washington State Department of Fish and Wildlife

39 The following includes Work Group alternates that were put forward to support the planning
40 process:

- 41 • Rick Leaumont, Lower Columbia Basin Audubon Society
- 42 • Romona Rommereim, Franklin County Natural Resource Advisory Council
- 43 • Lee Morris, Franklin County Water Conservancy Board

44 The Work Plan was developed through a series of Work Group meetings listed below.

- 45 • August 25, 2016 – Informational Kick-off Meeting
- 46 • September 22, 2016 – Work Group Meeting
- 47 • October 27, 2016 – Work Group Meeting
- 48 • December 8, 2016 – Work Group Meeting
- 49 • January 26, 2017 – Work Group Meeting
- 50 • February 23, 2017 – Optional Work Group Meeting (technical discussion)
- 51 • March 23, 2017 – Work Group Meeting
- 52 • April 28, 2017 – Work Group Meeting
- 53 • May 25, 2017 – Work Group Meeting and Farm Tour
- 54 • June 22, 2017 – Work Group Meeting
- 55 • November 2, 2017 – Work Group Meeting
- 56 • February 5, 2018 – Work Group Meeting