Coastal TX Strategic Communication Plan

Last revised: 17 Dec 2021

Define Assignment / Challenge:
In collaboration with study sponsor, present to key stakeholders' details regarding the Coastal TX Protection & Restoration Study (CTPRS) in order to identify critical data needs and recommend a comprehensive strategy for reducing coastal storm flood risk through structural and nonstructural measures and identify areas that will benefit from ecosystem restoration efforts. **UPDATE**: In addition, clearly define for the public what the federal study entails, project milestones, to complete the study, and how we are working with our partners.

Key Stakeholders:

TX GLO	Federal Agencies	Tribal Government
Ports	City, County, State Govt.	The Impacted Public
Local Leaders	Industrial Complexes	**UPDATE**: Media
Navigation Districts	Members of Congress	**UPDATE**: NGOs
	Environmental Orgs	

Communication Goals:
- **UPDATE**: Increase awareness & enhance public understanding of coastal storm risks **and ecosystem restoration actions** along TX Coast.
- Present structural & non-structural risk reduction measures designed to reduce risks.
- Inform & educate public on long-term resolutions & findings of CTPRS
- Maintain & cultivate relationships in providing information to audiences, demonstrate commitment to continue to reduce storm risk to residents along TX Coast.
- **UPDATE**: Clarify federal study and next steps for public.
- **UDPATE**: Use different platforms and products to routinely inform stakeholders.

One Voice Message for Workforce:
The Texas Coast is a complex and vulnerable system that provides substantial value to the nation. Vital resources critical to the economic and environmental welfare of the nation are at risk from coastal storm damage.

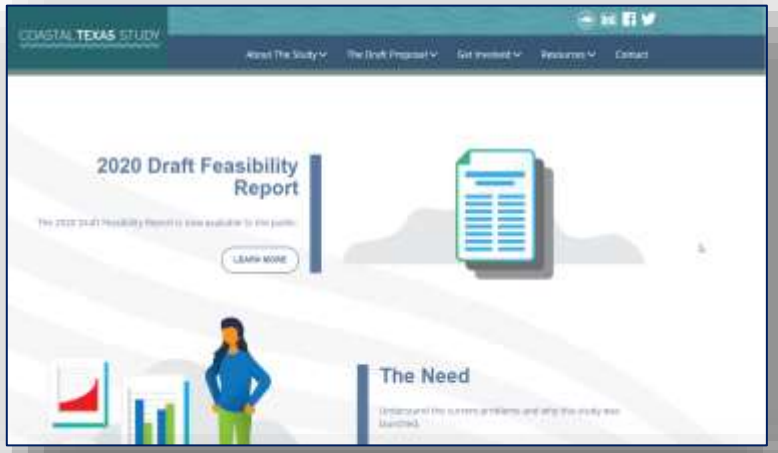
The U.S. Army Corps of Engineers and the Texas General Land Office are working with local, state, and federal agencies and the general public to achieve a shared vision that will continue to support a vibrant economy, cultivate a resilient community and encourage a healthy ecosystem.

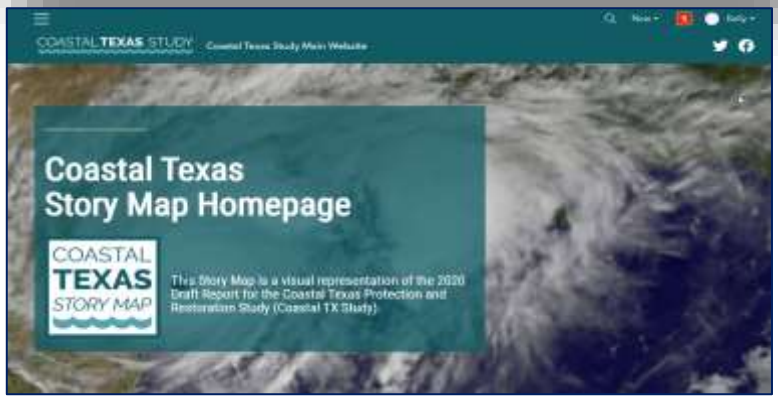
Project Milestones:

S&A Review Complete	02-31 Jul 21
Chief's Report	16 Sep 21
WRDA	2022
PED	2022/2023
Construction	2024+

Communication Products/Milestones and objectives:
- **Newsletter/E-mail Blasts** / Bi-Monthly
  - Clarify federal study
  - Provide updates
  - Correct misinformation
- **Updated Brochure** for Elected Officials / Jan 1, 2020
  - Explain study modifications following comment period
  - Clarify next steps
  - Distinguish federal study from others
- **Infographs** / Nov. 2019, Jan 2020
  - Visually explain project
- **Select-Media engagements**
  - Explain study, actions, benefits
- **Media Day** / prior to Public Open House & Public Meeting (then annually)
  - Explain study and actions thus far
  - Clarify next steps
  - Highlight project features
- **Public Open Houses/Virtual Q&A Sessions** (Jan/Feb2020; Nov/Dec2020)
- **GIS StoryMap to support Virtual Q&A Sessions** (Sept2020)
- **Project Videos/FB Live Chats/Webinars**
  - Explain project features
  - Inform public/media/stakeholders
  - Project Video update DATE (prior to open houses)
  - Technical Webinars (monthly beginning late-Oct2019)
  - Project feature videos (film Oct2019, release coordinated w/Webinars)
- **News releases**
  - Announce Milestones
- **Elected Officials Meeting** (prior to public meetings)
- **Formal Public Meetings/Report release** (mid-Oct 2020)

***** Webpage Updates and Social Media posts to align with all communication activities/projects *****





KEY THEMES

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- Coastal Storm Risk Management and inland flood risk management are shared responsibilities. The GCPD, GLO, USACE, and our local and regional partners must all work together with the general public to reduce the damage caused by storm surge, tropical storms and other weather-related events along the Texas Coast and in low-laying interior areas of the state.

- There must be a willingness within the public to undertake change and make compromises in order for the Coastal Barrier Multiple Lines of Defense (MLD) system to be built. This includes the willingness to pay for the barrier via additional taxes and supporting use of eminent domain to secure properties needed to build the barrier system.

- The release of the Final Report is not the end of this process. USACE will continue to investigate alternatives for reducing storm surge and flooding vulnerabilities along the Texas coast to help increase the resiliency of communities to natural disasters. Throughout every step of the pre-construction, design and engineering (PED) process, the GCPD, GLO and USACE will continue to work with other local, state and federal entities to evaluate solutions that will protect or enhance the environment.

KEY MESSAGES

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- MESSAGE: Life safety, economic success, and quality-of-life of local communities go hand-in-glove with the Coastal Barrier. The Coastal Barrier system is a Multiple Lines of Defense (MLD) project that includes REDUNDANCY plus ROBUSTNESS to equal RESILIENCE.

- MESSAGE: Public Safety/life safety is our main priority for any coastal protection system; however, economic success and quality-of-life of local communities along the Texas coast must be addressed when discussing coastal protection systems.

- MESSAGE: The preferred plan is a multilayered defense strategy that uses nature-based solutions such as beaches and dunes, ensuring a first line of defense and keeping the surge in the Bay. It also proposes to enhance resiliency through 6,600+ acres of ecosystem restoration.

- MESSAGE: The preferred plan takes a systems-of-systems approach that includes a variety of nature-based ecosystem restoration projects along with robust engineering solutions to provide a more natural, less costly, and more effective solution. This method affords resilience into the future for the country's energy coast, and protects the communities – not only the industries, but the neighborhoods where community members work, shop, recreate, and raise their families.

KEY MESSAGES

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- THIS IS A PARTNERSHIP PROJECT. We engaged in creative thinking while working with academia and other worldwide-experts to find innovative solutions that work.

- MESSAGE: Promoting resiliency and taking actions to reduce everyone's risk from flooding must include a full range of partners. Implementation of the recommended plan depends on many factors but risk reduction can begin today, locally and collaboratively.

- MESSAGE: Though nothing will completely eliminate flood risks, the preferred plan offers solutions we can implement to greatly reduce these risks. Building flood resilience requires partnerships across all levels of government and community. The cumulative impact of continuous building along the coastline, over time, contributes to flooding, which poses increased risks to human life and potential costs to individuals and the American taxpayer.

- MESSAGE: We have formed a partnership where local, state and federal agencies work together to achieve a shared vision that will continue to support a vibrant economy, cultivate a resilient community and encourage a healthy ecosystem.

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KEY MESSAGES

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- MESSAGE: The Coastal Texas Study is a prime example of outstanding partnership among local, state and federal governments. We have formed a partnership where local, state and federal agencies work together to achieve a shared vision that will continue to support a vibrant economy, cultivate a resilient community and encourage a healthy ecosystem.

- MESSAGE: USACE and the Gulf Coast Protection District (GCPD) as our non-Federal sponsor will build a coastal barrier system that will withstand whatever Mother Nature throws at us in the next 50 years. We can reduce the impacts of the weather on our critical infrastructure while preparing for and responding to impacts related to climate change and erosion.

- MESSAGE: Partnering between state and federal members enabled us to identify avenues to engage key counties and cities in the coastal Texas region and partnering opportunities that address coastal storm risk management and ecosystem restoration.

- MESSAGE: We are required to factor climate change into all USACE studies. We don’t ask “why” it’s happening; we factor in the resiliency of the new system if it must be adaptable to a changing climate.

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KEY MESSAGES

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- MESSAGE: Holistic engineering solutions that protect the environment are incorporated into this study, as well as ALL USACE-sponsored programs.

- MESSAGE: As the nation's environmental engineer, USACE manages one of the largest federal environmental missions: restoring degraded ecosystems; constructing sustainable facilities; regulating waterways; managing natural resources; and, cleaning up contaminated sites from past military activities.

- MESSAGE: Environmental restoration opportunities are maximized as part of all of our studies and we are building wetlands as part of the district's mitigation program. Our goal is to provide a viable engineering solution as quick as possible; while addressing environmental, social and economic impacts of the feasible alternatives.

- MESSAGE: There's still work to do on some key pieces of this project (i.e., the Gates, the Ring, etc.), and so we've chosen to use a Tiered NEPA approach that allows us to continue our investigations into the next phase of the project. [BRIDGE TO WHY THAT'S IMPORTANT: This tiered system also gives the public additional opportunities to engage with us and provide comments on these revisions.]