

Purpose

An important requirement of this project is to engage with the public. I am hoping to do this in several ways including using our website, the county's main page (if possible :)), Face book, twitter, and small blurbs in several newsletters around the county as well as a small translation in Spanish.

Logistics Questions

- Provide contact information on hardcopies (are we paying for postage)
- Create schedule for updates
- Twitter word capacity is 140 characters with spaces
- Face book word capacity is about 323 characters with spaces
- Need language to include on all “publications” something that acknowledges FEMA financial support and a statement that the publication does not constitute an endorsement by FEMA or reflect FEMA. (Does this sound strange if we use FEMA videos on the site?)

Messages to Public

Twitter

1. MCEM invites you to be part of the Natural Hazard Mitigation Planning. – link to website-
2. The cornerstone of your emergency plans is a sound Natural Hazard Mitigation Plan; do you know what Natural Hazards you should be informed about?

Face book

1. Hazard mitigation is taking actions ahead of a threat in order to reduce the impact. Some things are preventable and some are not. MCEM aims to take an honest look at our natural environment, assesses possible impacts when the unpreventable happens and prioritizes mitigation actions. For more info please visit–website-
2. Did you know that a local hazard analysis is the foundation to any other preparedness efforts?
3. We talk about kits, plans and being informed. One way to be informed is knowing what is in your local hazard mitigation plan.
4. Learn about the phases of emergency management.
5. What Natural Hazards does your community face?

Neighborhood Associations Newsletters

1. Multnomah County Office of Emergency Management (MCEM) invites you to be part of Natural Hazard Mitigation Planning. “Natural hazard mitigation” is simply taking actions ahead of a threatening situation in order to minimize the impact. “Planning” has to do with the methodical process of taking an honest look at our natural environment; assessing possible impacts when the unpreventable happens and developing a list of priorities to address in the short and long term. Some things are preventable and some are not. Our goal with this process is to take proactive measures to reduce the impact of the things we cannot prevent. For more information on the project and how you can be involved, please visit our website at –website-

Stakeholders in general

Work with PAO to send this message. May want to include a map of unincorporated county. You have a stake in this if you have a presence in this part of the county. Should we define “presence”?

1. You are receiving this email because our multi-disciplinary Hazard Mitigation Committee has identified you or your organization as a critical stakeholder in the Natural Hazard Mitigation Planning process for Multnomah County. Hazard Mitigation Planning is one pillar of your Business Continuity Planning, Continuity of Government planning or Emergency Response planning, including personal and family preparedness plans. A strong Local Hazard Mitigation draws not only from technical and historical data but also from the local perspective. Please take a few minutes to answer the attached stakeholder questionnaire and return via email to me. I am also very happy to answer any questions you may have on this process. Thank you.
 - 2.
 3. Your input as a Please take a few minutes to take and/or encourage your partners within Multnomah County to answer a few questions on our public questionnaire posted on our website- - Thank you so much for your help in participating in this community effort.
1. You are receiving this email because our multi-disciplinary Hazard Mitigation Steering Committee has noted your affiliation or past participation with Multnomah County’s Natural Hazard Mitigation planning activities. Multnomah County is currently updating our Natural Hazard Mitigation Plan.

“Hazard mitigation” is simply taking actions ahead of a threatening situation in order to minimize the impact. “Natural Hazards” are those

natural events like earthquakes, landslides and floods that have a negative impact on our communities. A strong local hazard mitigation plan is the foundation for your Business Continuity Plan, Continuity of Government Plan or Emergency Response Plans. A sound hazard mitigation plan draws not only from technical and historical data but also from the local perspective.

Please take a few minutes to answer a few questions on the attached stakeholder questionnaire; just fill out and email back to me or if you would like to reach me over the phone, I would be glad to walk through this form with you.

By participating in this effort you are contributing to a thorough understanding and comprehensive analysis of the impacts of natural hazards to our critical systems and what it takes to strengthen our community's resilience.

Thank you so much for your help in participating in this community effort. If you have any questions about this process, please do not hesitate to contact me.

*p.s. If you are interested in helping us spread the word, we have a general public version of this questionnaire on our website that we encourage you to share. I would also be happy to learn about other channels that you would be willing to share with us to get this message out.

Commissioner Newsletters

1. Multnomah County Office of Emergency Management (MCEM) invites you to be part of Natural Hazard Mitigation Planning. "Hazard mitigation" is taking actions ahead of a threatening situation in order to minimize the impact. Some things are preventable and some are not. We aim to take an honest look at our natural environment; assess possible impacts when the unpreventable happens and develop a list of priorities to address in the short and long term. The resulting plan may not be perfect but it does provide a mechanism that helps us achieve some of our goals. For more info on the project and how to participate, please visit our website at – website- Please stay tuned to our website for further news about upcoming public meeting dates.
- 2.

Emergency Management NGO Partner Email (COAD, ORVOAD, CITIZENCORPS, etc)

2. You are receiving this email because of your affiliation and past participation with MCEM's planning and preparedness efforts. In light of some of the recent natural hazard impacts to communities around the world, taking proactive measures to reduce impacts to our community makes more sense than ever. Multnomah County is currently updating our Natural Hazard Mitigation Plan.

Hazard Mitigation Planning is one pillar of your Business Continuity Planning, Continuity of Government planning or Emergency Response planning, including personal and family preparedness plans. A strong Local Hazard Mitigation draws not only from technical and historical data but also from the local perspective.

Please take a few minutes to take and/or encourage your partners within Multnomah County to answer a few questions on our public questionnaire posted on our project [website](#), underneath the "Help Us Out" hand icon on the top right of the page. Thank you so much for your help in participating in this community effort. If you have any questions about this process or suggestions on reaching out to the community, please do not hesitate to contact me.

CNRG Listserve

1. Dear ???,

Multnomah County Office of Emergency Management (MCEM) invites you to be part of Natural Hazard Mitigation Planning. "Hazard mitigation" is taking actions ahead of a threatening situation in order to minimize the impact. Some things are preventable and some are not. We aim to take an honest look at our natural environment; assess possible impacts when the unpreventable happens and develop a list of priorities to address in the short and long term. The resulting plan may not be perfect but it does provide a mechanism that helps us achieve some of our goals. For more info on the project and how to participate, please visit our website at – [website](#)- Please stay tuned to our website for further news about upcoming public meeting dates.

Sample

“2011 Multnomah County Community Budget Forums in PDX & Gresham

With significant reductions in state funding looming, understanding and giving input into Multnomah County’s budget is more important than ever. Do you prefer Multnomah County move funds from another program to make up the difference? Which programs should the county prioritize? Come to one of MultCo's budget forums sponsored by County Chair Jeff Cogen and the Multnomah County Citizen Involvement Committee to understand how the funding system works and tell the Board of County Commissioners what you think!

The forums are: • Gresham--Thursday, Feb. 24, 6-8:15pm at the Multnomah County East Building, 600 NE 8th St. • Portland--Thursday, March 3, 6-8:15pm at the Multnomah Building, 501 SE Hawthorne Blvd.

For more information contact: Office of Citizen Involvement at 503-988-3450 or www.citizenweb.org”

County Homepage Announcement

1. The County is seeking input on the Multnomah County Natural Hazard Mitigation Plan

MCEM Home Page Announcement

[Nothing, just add a projects section that holds the NHMP project]

MCEM Project Page

[Get intro from Ken and assemble other components when available]

3-30-11

Chapter 1, an introduction to the plan, has been reviewed by members of the **Steering Committee**. Work has begun on Chapter 2 which focuses on a **profile of Multnomah County**. To capture **our community's** profile, **we are collecting** information from a variety of sources including a variety of stakeholders, local demographic information, and the 2010 Census. Stakeholders have been organized into three groups; **the Steering Committee**, organizational stakeholders, and **the** general public. **The information** currently being solicited, collected and organized **will be integrated** into the plan.

FEMA Credit

[Funds for this planning project are provided in part by FEMA.]

Links from other sites and retweeting (Climate Action, Sustainability, HD, DCHS, Commissioners, ???)

Dear Multnomah County neighborhood associations, community groups, and residents,

In an effort to strengthen our community's disaster readiness, the Multnomah County Office of Emergency Management (MCEM) is seeking the perspective of county residents, particularly residents living in the unincorporated areas of the county. MCEM is currently in the process of updating the County's Natural Hazard Mitigation Plan.

"Hazard mitigation" is simply taking actions ahead of a threatening situation in order to minimize the impact. "Natural Hazards" are those natural events like earthquakes, landslides and floods that have a negative impact on our communities. We aim to take an honest look at our natural environment; assess possible impacts when the unpreventable happens and develop a list of priorities to address in both the short and long terms. A strong Local Hazard Mitigation Plan draws not only from technical and historical data but also from the local perspective.

Please take a few minutes to take and/or encourage your friends within Multnomah County to answer a few questions on our public questionnaire posted on our website. Click here to take the survey.

You can find more information on this project on our website: www.multco.us/em. Follow the projects link to our Natural Hazard Mitigation project site.

Thank you so much for your help in participating in this community effort. If you have any questions pertaining to this project, please feel free to contact Luis Hernandez at luis.hernandez@multco.us or by phone at 503-988-6041.

Steering Committee (I still need to write a description of this group)

Les Miller	Army Corps of Engineers
Tim Couch	Sauvie Island Drainage District
Kori Olson	Port of Portland
Todd Felix	City of Gresham
Patty Rueter	Portland Office of Emergency Management (POEM)
Byron Woltersdorf	Multnomah County Drainage District #1
Kim Peoples	Multnomah County Transportation
Mike McBride	Multnomah County Facilities Management
Benjamin Harper	Multnomah County GIS

Marc Anderson	Multnomah County Risk Management
Luis Hernandez	Multnomah County Emergency Management
Robb Wolfson	Multnomah County Citizen Involvement Committee
Chuck Beasely	Multnomah County Land Use and Transportation
Amy Anderson	Multnomah County Citizen Involvement Committee
Joe Partridge	Multnomah County Emergency Management

Stakeholder Organizations