



SKAGIT COUNTY ADMINISTRATIVE SERVICES

TIM HOLLORAN, County Administrator

DAN BERENTSON, Communications Director

December 8, 2008

Public Involvement Activities Budget for Skagit County Comprehensive Flood Hazard Management Plan

Computer and Internet-Based Activities

CFHMP project website maintenance, the Skagit County List Serve, and broadcasts of regular reports before the Board of Skagit County Commissioners are all routine tasks that performed during day-to-day operations and will not incur additional costs.

If Skagit County determines to televise meetings or promotions at remote locations that may incur additional costs, the rate would run \$135-\$150 an hour.

Advertising:

Placement of ads in the Skagit Valley Herald notifying public of meetings.

Newsletters

Skagit County distributes four quarterly Community Reports in area newspapers providing the public with information on county actions. Reports on the Skagit County Comprehensive Flood Hazard Management Plan (CFHMP) in these publications would incur no additional expense.

A dedicated newspaper insert reporting on the CFHMP process would incur a cost of approximately \$3,500 per report.

Media Releases

Skagit County distributes 200+ news releases from various departments. News releases distributed via e-mail should not incur additional expense.

Weekly radio reports also fall under routine actions that take place on regular basis with no additional expense.

Newspaper series articles and editorial board briefings also fall into this category.

Community Presentations

“Speakers Bureau”, Briefings to City and Town Councils and Commissioner Work Sessions will all be conducted by staff or committee members.

Community Events

SKAGIT COUNTY COMMISSIONERS – ADMINISTRATIVE BUILDING

1800 CONTINENTAL PL, SUITE 100, MOUNT VERNON, WA 98273 PHONE (360) 336-9300 FAX (360)336-9307

Flood Awareness Week activities are already funded. We can distribute information in existing publications. Booths at community events like the Skagit County Fair would incur fees.

Public Workshops in Skagit County communities would not incur rental fees as we have access to county and public facilities at no cost.

Conclusion:

Additional cost that would be incurred by the adoption of this plan would be as follows:

- 1) Community Reports – 44,000 copies in tabloid format distributed in local newspapers, two times per year. \$7,000.
- 2) Advertising promoting meetings. \$1,500.
- 3) Televised Community Reports four times per year. \$1,200

TOTAL: \$9,700

Sincerely,

Dan Berentson
Skagit County Communications Director