

## AOC Citizen's Advisory Committee – OUTREACH

06/05/2014

UWGB

Participants: Dotty, Kathy, Janet, Chad, Patricia, Angela, Annette, Bruce, Laurel

Facilitator: Julia

- 1) Outcome-Based Outreach Planning Exercise (60 min)
  - a. Identify the Problem
    - no clear message to give leg – asking what needs to be done
    - no backing of constituents
    - EOs lack understanding of what causes poor water quality – lack definition of WQ; don't understand how WQ BUIs impact public health, quality of life, economy
    - Lacking simple message about priority problems, public benefits
    - EOs are not sufficiently aware of or engaged in the importance of AOC and problems it faces
  - b. Identify the Goal
    - EO's are engaged and support actions needed to restore AOC
    - Legislative actions needed to improve WQ in river and bay are identified
    - Legislators are knowledgeable about AOC issues and how it impacts the region and that there are benefits to clean water
    - EOs who understand AOC and willing to use their influence to effect change
  - c. Identify Your Outcomes
    - Raised awareness (short) – assess awareness before/after CAC activities
    - Votes in support of AOC, phosphorus-related legislation (mid-term) – count votes, monitor bills
    - Improved WQ and habitat (long-term) – ecological monitoring
    - Increased knowledge – boat survey, follow-up surveys
    - Constituents contact EO's to support AOC related issues/policy – number of people to contact their EO's, number of people on "action list"
    - Improved Conservation Scorecard rankings on legislations related to AOC
    - Legislation passed that brings stronger sanctions/incentives to control NPS pollution from ag runoff and urban stormwater
    - Health and economic development measures are passed that relate to improved WQ
    - Legislation that weakens WQ is not passed
  - d. Identify Activities/Products
    - 2 printed materials about AOC and outreach group
    - On the water events

- Identify and collect resources that show BMPs and problems affecting WQ
- Ask EO's to accompany a volunteer or participate in AOC activities (aesthetics monitoring)
- Id specific person to be educational resource to EO's
- Partner w/groups that track legislation
- Informed CAC about legislative issues that arise
- "Water School" for EOs
- Simple message about WQ including what they can do
- List of citizen support
- Annual review of scorecards
- Surveys for on-the water events

2) AOC CAC informational handout (35 min)

a. 2 types of printed materials ideas

- Trifold brochure
- 4pager
- Bookmark
- 2 pager (front to back)