

# Education and Outreach Committee Roadmap Issues

## Listing of Roadmap for Education and Outreach Committee Work

The Roadmap was intended to outline work and ideas that need to be agendaized and discussed by the group for future efforts. These areas obviously overlap into the technical and steering (policy) committee areas.

1. Committee process review and recommend to Steering Committee for concurrence or information
2. Areas of discussion, research, study, planning, development or other efforts
  - a. Identify underrepresented groups related to salinity
    - i. Environmental Groups
    - ii. Water suppliers
    - iii. Water Quality groups
    - iv. Others
    - v. Outreach Plan
  - b. Consider forming an outreach group or speakers bureau
    - i. Competent Messengers List with specialty areas
    - ii. Consistent message communication (needs to be developed, see below)
  - c. Messages, Audiences, Materials
    - i. Develop simple messages from bullets to short paragraphs for review by the group
    - ii. Understand and document the audiences and communication targets that need to be reached
      1. Dischargers
      2. Water suppliers
      3. Municipalities and counties
      4. Agriculture

5. Industry
  6. Local/regional leaders
  7. Legislative leaders
  8. Others
  9. The general public
- iii. Develop materials based on existing materials and sources
    1. What is the problem
    2. What is your role (audience specific)
    3. What can you do (audience specific)
  - iv. Determine how to test the message & Test the messages and materials with stakeholders and groups
- d. Support and Info for Salinity impacts in local areas
    - i. For new regulatory initiatives
    - ii. Supporting local actions to control salt,
    - iii. Other issues identified or requests
  - e. Consider one day conference or facilitated meetings
    - i. If a conference is to be held when and what content
    - ii. Could we identify co-sponsors
    - iii. Focused on research or general public involvement
    - iv. Where and when
    - v. What is the funding source flexibility
  - f. Discuss and consider appropriately timed, appropriate legislation with funding and intent.
    - i. What would be helpful to the effort?
    - ii. What would be the best timing?
    - iii. What do we want the legislature to do?

- iv. What would be safe to do, getting information out and preparing a consensus legislative proposal?
- v. Who would lead and lobby and who would author
- g. Review the work of other committees and consider adding relevant info to the materials
  - i. Continue to identify sources of salt and impacts and economically efficient source reduction
  - ii. Salt Sinks, Storage and Disposal options
  - iii. Costs and Benefits of Long Term Salt Management and who should pay
- h. Recommendations from other committees related to Education and Outreach