

## **BCWMC Citizen Advisory Group**

### **Recommendations for Public Education/Public Involvement**

**(Current through May 21, 2001 CAG meeting)**

The CAG agreed with the TAG's ranking of the major issues, with the top three issue topics being water quality, recreation, fish & wildlife, wetlands/natural resources, erosion and sediment control.

The BCWMC needs to determine how education efforts will be coordinated between the member cities and the Commission. The Commission may need to consider the use of a communications coordinator to coordinate the education efforts and messages between the Commission and the member cities.

The BCWMC and the member cities should consider repeating a common "theme" every year or two (e.g. could be a lawn sign campaign that carries the theme).

The BCWMC needs to determine the problems and their sources and these need to be communicated to the public. The public needs to be convinced that there is a problem before moving toward solution. They need to know what they need to care about. BCWMC needs to determine the key messages.

The BCWMC needs to identify the interest groups or audience types that need to receive the communications.