

Paso Robles Groundwater Basin Blue Ribbon Committee
Education and Outreach Subcommittee

Recommendations from the subcommittee meeting of July 11 (subcommittee members present were Claudia Engel, Chair; Kris Beal; Keith Larson; and Patricia Wilmore):

In order to raise awareness of the work of the Blue Ribbon Committee and bring into the public discourse the process that the Board of Supervisors assigned to the Committee and the progress that has been made, we ask for full committee support of the following messages as part of our communications plan:

1. The Blue Ribbon Committee is in place and working as outlined in the original charge from the Board of Supervisors (BOS).
2. We are a broad-based group including all stakeholders.
3. Progress is being made on many fronts, e.g., modeling update, solutions proposals, county research into supplemental water resources.
4. The BOS emphasized the importance of stakeholder driven solutions; this process should be respected.
5. The Blue Ribbon Committee has continued to move forward with the responsibilities assigned to it by the BOS and in the timeframe requested.
6. We are concerned about pressures to move outside/ahead of the Blue Ribbon process.

The subcommittee also recommends that the Blue Ribbon Committee engage in a communications campaign to include print, radio, TV and digital materials as outlined below:

1. Viewpoint article over the Chairperson's signature, with a listing of committee members, to be submitted to the Tribune, New Times, Atascadero News and Paso Robles Press.
2. Interviews on local talk shows with designated Blue Ribbon Committee members (KVEC/Congalton, KPRL)
3. Update and distribute the brochure via hard copy mailing, local businesses and agencies, community events.
4. Thirty (30) second spots (possibly public service announcements) such as used by the City of Paso Robles with their conservation messages.