

Extending Water Quality and Conservation Ideas to Elected and Appointed Officials

***CSREES National Water Quality Conference
October 24, 2005
Lexington, KY***

Presentation Overview

- Working with Local Officials
 - Tough audience
 - Various approaches
 - Logistical tips



The World of Local Land Use Officials...

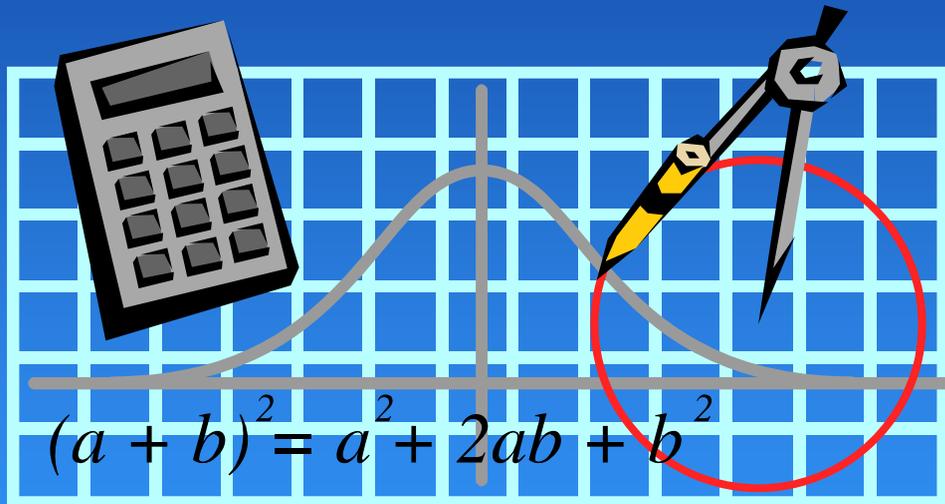


Facts About Local Officials

- Most are volunteers
- Limited training



Facts About Local Officials



- Complex issues
- Politically motivated

Facts About Local Officials

- Regulator vs. administrator
- High turnover



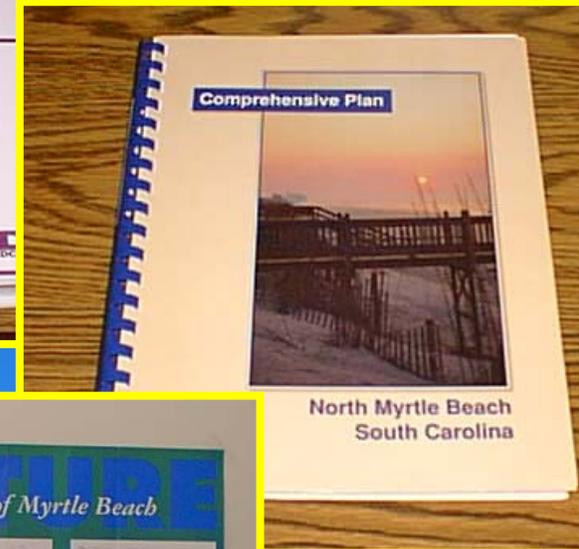
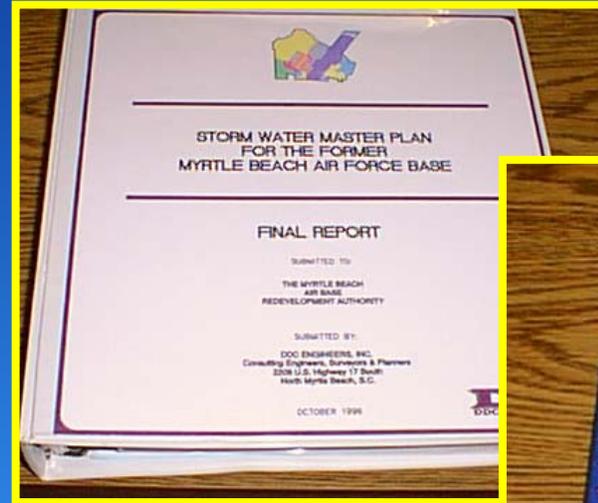
Reaching Local Officials



- Focus on rational decisions
- Present information in context of responsibilities
- Watch informational material overload

Reaching Local Officials

- Reconcile regulations with comprehensive plans
- Continuity of message
- Follow up!



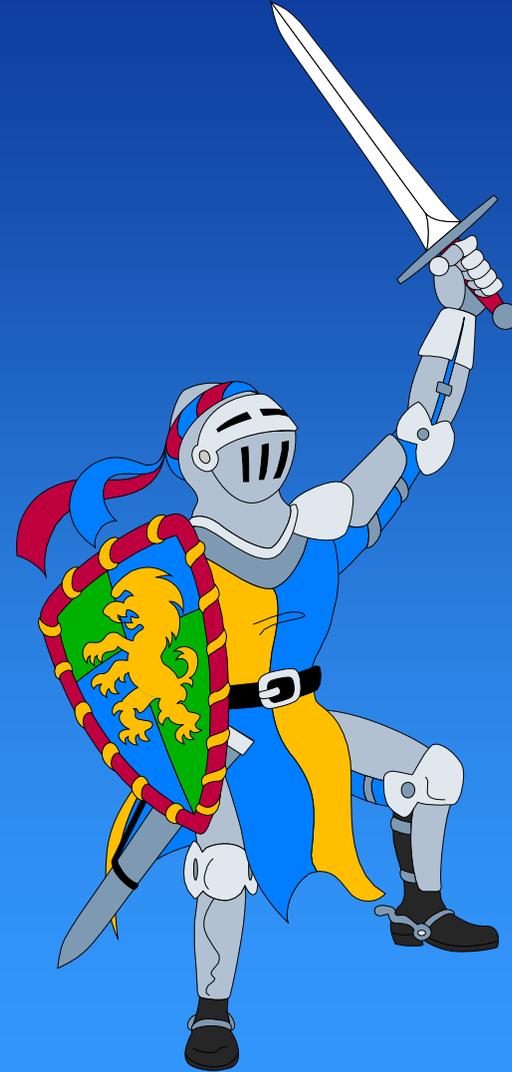
Reaching Local Officials



- Understand legal roles and responsibilities
- Address site and “big picture” issues
- Use competent speakers
- Don’t be afraid of saying “I don’t know”

Logistical Tips

- Clearly define objectives
- Invited vs. Invasion
- Consider joint workshops



Logistical Tips



- Don't overlook other boards and organizations
- Get a Sugar Daddy
- Regularly scheduled meetings vs. workshop
- Publicize the meetings

Logistical Tips

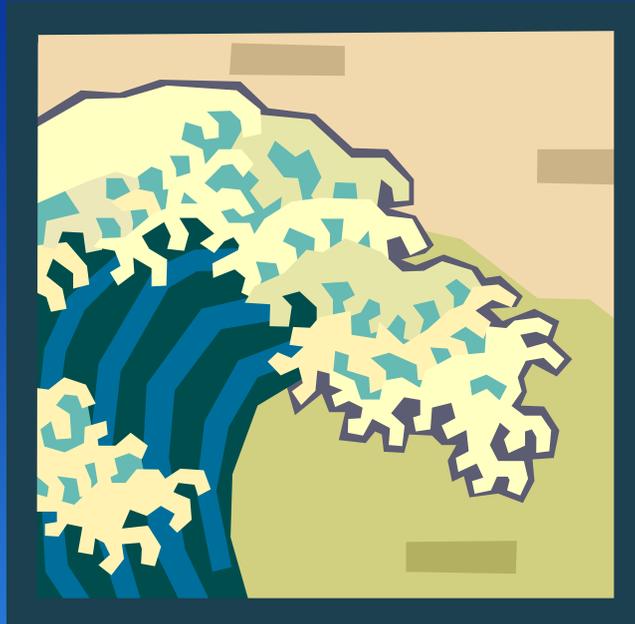
- Use local data and information
- Use humor...they need every bit they can get!
- Use latest technology



Special Thanks



- Jim Gibbons, Land Use Planning Specialist, CT Cooperative Extension
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