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

\[(a + b)^2 = a^2 + 2ab + b^2\]
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
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
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