

DRAFT Communications Work Plan
Stormwater Monitoring

1/13/11 SWG Communication Subgroup meeting

Target Audiences:

- primary: elected leadership from cities and counties in permitted jurisdictions
- secondary: city and county staff

Goals:

- Make elected officials aware of the stormwater monitoring recommendations and prepare them to comment on the draft permit by May 2011
- Understand the recommended process to pool resources
 - New business model for challenging times
 - Benefits of collective approach
 - will cost less
 - Ecology’s role in administering the pooled resources approach
- educate local leaders on what the monitoring requirements and process will be with the next permitting phase and its impact on local government
- demonstrate that this is a proactive approach of a broad partnership towards one important element of the stormwater umbrella effort

Action	Timeframe/Deadline	Notes
Create graphics of road map, partners/roles, benefits	asap	Association staff will work with generic ppt
Identify champions, spokespersons for each stakeholder group	asap	KD send reminder to caucus leads
Create web page (not site) for elected audience and their staff; personalize, post FAQ, link to SWWG page	Jan. 31	Where housed? Associations. Need to figure out logistics to make it work. Simple, focused on electeds and showing staff where more resources can be downloaded so everyone can access. Do we brand it independently?
Produce quote sheet for use on webpage, in articles	Jan. 31	
Newsletters/Magazines (interviews)	April - May	Assn magazines use this info as it is available. Esp. want to have interviews done.
Policy Meetings	Counties Coastal Caucus; AWC Feb 16-17	ongoing work, good opportunities. State leg work session??
Package materials (messages,	End of February	

flier, FAQ, Powerpoint) for staff presentations to elected officials		
Email blast before comment period	April (need to know timing of process)	
Keep track of comment period		Shift timelines if needed
No webinar		Too narrow a topic

Draft taking points:

In the past two years, counties and cities helped develop a proposed new regional approach to stormwater monitoring.

The new framework proposed by the Stormwater Work Group will help local governments meet their permit requirements for stormwater monitoring more efficiently and through pooled resources, reducing costs and sharing benefits.

Rather than bear the full burden of monitoring requirements in each jurisdiction, permittees are encouraged to pool resources, reducing duplication and increasing the odds for success.

Local elected officials are being asked to provide comments on the monitoring proposal when the draft permitting language is released in April or May. Your input is important.

The monitoring proposal is part of a comprehensive effort to update and improve stormwater management for those jurisdictions covered by the permits.

Ecology is stepping outside its traditional framework to work with the permittees, administering the big picture strategy and giving feedback.

Alternate for last talking point:

Ecology provided local jurisdictions with a lot of flexibility to define the monitoring requirements in the next permits. Ecology has worked with the permittees and will help administer the big picture strategy