

SWG Communication Subgroup
Talking points/elevator talk
September 9, 2009

GOAL: To protect and restore Puget Sound and the rivers and streams that feed it.

PROBLEM: Stormwater is one of the biggest threats to Puget Sound because it pollutes water, causes flooding, closes shellfish beds, kills/harms salmon, and erodes streams. Because stormwater is such a big problem, we need better information to do a better job of preventing the problems caused by stormwater.

CURRENT SITUATION: A lot of good work has been done to test what's in the water and to measure the problems caused by stormwater. Information is collected in different ways and by many agencies but is not coordinated or shared in a way that helps us make good decisions about what actions are the most important to protect and restore Puget Sound.

NEED: A better system to test stormwater and share results in a way that helps us make better decisions. Our job is to create that system.

NEXT STEPS: We are designing the system now. As we do this, there will be numerous opportunities for public input before we forward our recommendations to the Puget Sound Partnership and the Department of Ecology.

WANT TO KNOW MORE? Webpage links

The messages are constructed to be used as the basis for communicating with the public, or that very brief conversation in an elevator. For use with other audiences (e.g., legislators, resource agency staff, other stakeholder groups), bullets can be added under each heading to provide more information.