

July 14, 2014

To: Robin Schrock – Trinity River Restoration Program
Re: July 16th - TMC Conference Call and Public Outreach Process

Submitted by: Trinity County Resource Conservation District

Thank you Robin, and TMC members for the opportunity to elevate additional ideas regarding public outreach concepts for the Trinity River Restoration Program.

Agreement on Goal Needed: We believe that, regardless of the outreach that takes place, TMC and TAMWG need to agree on an end goal. Where do TMC / TAMWG members want to be in 2-5 years in regards to public awareness and support? What would that look like?

Integration of TMC / TAMWG: In addition to working towards an agreed upon goal, we also believe that integrating TMC and TAMWG members into the outreach development process, and in the outreach itself, is key to successful delivery of information and integration with the community.

Consistency May Be A Factor: In addition to the fact that the large majority local citizens are not engaged in TRRP and related activity, we believe that consistent opportunities are needed for citizens to be engaged, besides going to “another meeting.”

Recommended Next Steps

1. Establish Goal

Where does the TRRP and associated parties (TMC, TAMWG) want to be in 2 years re community level of awareness, involvement and support?

2. Appoint TMC/TAMWG Outreach Committee

TMC and TAMWG to appoint 2-3 members each to an outreach committee that would work with the TCRD and TRRP staff to develop a programmatic outreach approach that prioritizes input and participation from TMC and TAMWG.

3. Acknowledge Differences during Outreach

As discussed at the facilitated joint meeting, acknowledging where agreement, and disagreement, lie is key to future teamwork within the TMC and TAMWG. Acknowledging this reality, while also avoiding defensive and dismissive responses to community and partner concerns, also goes a long way to building community trust and support.

Attached are some initial concepts for consideration once an Outreach Committee is established. We would recommend that a combined TMC/TAMWG committee be appointed to move these, and other ideas, forward. Please let us know the feedback / next steps from your discussions and how we can assist.

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Ideas for Outreach Committee to consider

The concepts below are at least a “sampler plate” of some concepts to consider. “Putting a face” on the program beyond TRRP staff is extremely important to show that there ARE community members involved (TAMWG).

Monthly Advertised Float Trips: We recognize that float trips have been done, but we believe that they haven’t been done with the consistency, adequate promotion and convenience to get a broad swath of community members involved.

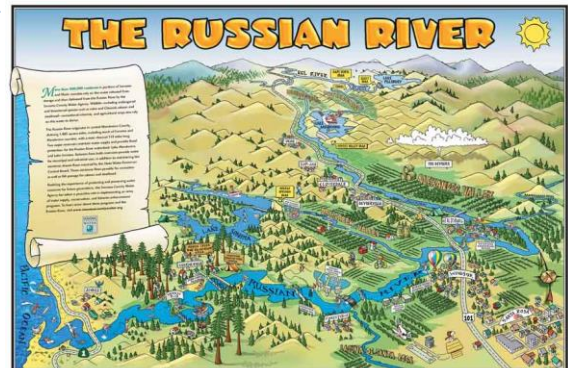
- **Goal:** Get people on the Trinity River consistently, listen to their feedback.
- **Suggested structure:** 1-2 TMC Members, 1-2 TAMWG Members, 1-2 TRRP Staff Members, 4 community members / general public.
- **Orientation:** Prior to each float, have a “riverside orientation” that discusses where you’re traveling that day and how it relates to the entire system (Klamath, CVP, etc.)
- **Beyond 40 Miles:** We think it would also be interesting, and informative, to float other areas (within Hoopa / Yurok reservations, South Fork Trinity, etc.) and provide information about the connections to the 40 miles of TRRP operational area.

River Social Hours: TCRCD works with individual TAMWG Members to convene their constituencies for a social gathering that also includes presentations from TRRP staff on a regular (monthly, quarterly) basis. Again, consistency and “feeding in the science” **without** advertising this as a “science presentation” is key. This could also be implemented for TMC members as needed.

TMC / TAMWG High School River Forum: Hold a Trinity River forum at Trinity High School and invite high school students with an interest in science or recreation to attend. Present issues and hold panel conversations regarding the challenges and opportunities with the program.

Involving kids on a regional level builds the next generation of Trinity River constituents and also provides a media opportunity to elevate science, recreation and river issues generally.

Trinity River Map: This is actually a concept we’re currently working on and would like the committee to consider it. See example here from The Russian River. These can be made into framed posters, placemats at local restaurants, pdfs, etc. Local high traffic businesses (insurance, health, etc.) would likely display large framed versions if approached. This would list key features (Trinity Alps), communities and more in an easy to discern format.



Community River Contact: ID and work with individual community members within each section of the river as volunteer community coordinators regarding all ideas elevated by Outreach Committee. This is currently taking place on an informal basis with some community members yet there may be an opportunity to create a “community team” river wide.

Engage national non-profits for additional capacity: There are a number of regional and national NGOs that may be able to bring additional marketing and capacity to assist in both concept development and capacity for implementation of Outreach Committee priorities. These include American Rivers, Trout Unlimited, Cal Trout, American Whitewater Association, etc.