
TRPA Regional Plan Update

Education and Outreach Goals, Policies, and Implementation Strategies

January 27, 2010

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Alternative 1 – Education and Outreach Goals, Policies, and Implementation Strategies

Alternative 1 -- EDUCATION AND OUTREACH (this is a new Subelement proposed in the action alternatives only)										
	Pathway Desired Condition	Existing Goal	Proposed Goal	Goal Status: (N)ew, (A)mended, (D)eleted, (U)nchanged	Goal Rationale	Existing Policy	Proposed Policy	Policy Status: (N)ew, (A)mended, (D)eleted, (U)nchanged	Policy Rationale	Implementation Measures

Alternative 2 – Education and Outreach Goals, Policies, and Implementation Strategies

Alternative 2 -- EDUCATION AND OUTREACH										
Element or Subelement/ Author	Pathway Desired Condition	Existing Goal	Proposed Goal	Goal Status: (N)ew, (A)mended, (D)eleted, (U)nchanged	Goal Rationale	Existing Policy	Proposed Policy	Policy Status: (N)ew, (A)mended, (D)eleted, (U)nchanged	Policy Rationale	Implementation Measures
1.13.4 Education & Outreach/D. Oliver	NONE	NONE	EO-1 ENVIRONMENTAL STEWARDSHIP PUBLIC EDUCATION AND COMMUNICATIONS PRODUCTS ARE CONSTRUCTED TO FOSTER GREATER UNDERSTANDING OF AGENCY PROGRAMS AND INITIATIVES AND AS A RESULT GREATER SUPPORT FOR ENVIRONMENTAL STEWARDSHIP OF THE LAKE TAHOE REGION.	N	THIS GOAL FORMALIZING THE OUTREACH AND EDUCATION COMPONENT OF BROADER EFFORTS IN ALL POLICY AREAS. THROUGH EFFECTIVE EDUCATION AND OUTREACH EFFORTS, PUBLIC BUY-IN NECESSARY FOR THRESHOLD ATTAINMENT IS REALIZED.	NONE	EO-1.1 THE TAHOE REGIONAL PLANNING AGENCY WILL MAINTAIN A MULTI-FACETED PUBLIC EDUCATION AND COMMUNICATIONS PROGRAM CONSISTING OF INFORMATION PRODUCTS THAT INFORM DIVERSE TARGET AUDIENCES ABOUT THE AGENCY'S PROGRAMS, POLICIES AND ACTIVITIES.	N	SAME AS GOAL RATIONALE	NONE
1.13.4 Education & Outreach/D. Oliver	NONE	NONE	EO-1	N	THIS GOAL FORMALIZING THE OUTREACH AND EDUCATION COMPONENT OF BROADER EFFORTS IN ALL POLICY AREAS. THROUGH EFFECTIVE EDUCATION AND OUTREACH	NONE	EO-1.2 AGENCY INFORMATION PRODUCTS WILL INCLUDE BUT NOT BE LIMITED TO NEWS MEDIA RELATIONS, PAID MEDIA/ADVERTISING, INTERNET COMMUNICATIONS, NEWSLETTERS, BROCHURES, LECTURES, PRESENTATIONS, EDUCATIONAL	N	BY DIVERSIFYING MEDIUMS USED TO INFORM TARGET AUDIENCES, WE ARE ASSURED VERSATILITY AND BROAD REACH NECESSARY TO MAXIMIZE IMPACT.	NONE

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					EFFORTS, PUBLIC BUY-IN NECESSARY FOR THRESHOLD ATTAINMENT IS REALIZED.		CURRICULA, AND SIGNAGE.			
1.13.4 Education & Outreach/D. Oliver	NONE	NONE	EO-1	N	THIS GOAL FORMALIZING THE OUTREACH AND EDUCATION COMPONENT OF BROADER EFFORTS IN ALL POLICY AREAS. THROUGH EFFECTIVE EDUCATION AND OUTREACH EFFORTS, PUBLIC BUY-IN NECESSARY FOR THRESHOLD ATTAINMENT IS REALIZED.	NONE	EO-1.3 TRANSPARENT PROCESS: AS A PUBLIC AGENCY, THE TAHOE REGIONAL PLANNING AGENCY WILL MAINTAIN AN UNWAVERING COMMITMENT TO CONDUCTING ITS BUSINESS IN PUBLIC AND WITH TRANSPARENCY. AS SUCH, IT WILL BE THE AGENCY'S PRACTICE AND CULTURE TO MAINTAIN AN OPEN ACCESS POLICY TO ALL AGENCY DOCUMENTS AND RECORDS AS REQUIRED BY STATE AND FEDERAL OPEN MEETING AND PUBLIC RECORDS LAWS.	N	WHILE THE TRPA IS NOT BOUND BY STATE OPEN RECORDS LAWS, PER SE, IT IS IMPERATIVE THAT ALL BUSINESS BE CONDUCTED IN PUBLIC AND WITH FULL TRANSPARENCY AND WITH PARTICIPATION BY ALL STAKEHOLDERS ENCOURAGED. THIS WILL RESULT IN BETTER PROJECTS AND BROADER SUPPORT FOR INITIATIVES.	NONE
1.13.4 Education & Outreach/D. Oliver	NONE	NONE	EO-1	N	THIS GOAL FORMALIZING THE OUTREACH AND	NONE	EO-1.4 PUBLIC OPINION MONITORING: THE AGENCY WILL PERIODICALLY	N	PUBLIC OPINION RESEARCH IS AN IMPORTANT TOOL FOR MEASURING THE	NONE

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					EDUCATION COMPONENT OF BROADER EFFORTS IN ALL POLICY AREAS. THROUGH EFFECTIVE EDUCATION AND OUTREACH EFFORTS, PUBLIC BUY-IN NECESSARY FOR THRESHOLD ATTAINMENT IS REALIZED.		CONDUCT PUBLIC OPINION RESEARCH BOTH TO MONITOR THE EFFECTIVENESS AND EFFICIENCY OF PUBLIC EDUCATION AND COMMUNICATIONS EFFORTS AND TO GAUGE SUPPORT FOR AGENCY PROGRAMS, POLICIES AND ACTIVITIES.		SUCCESS OF EDUCATION / OUTREACH PROJECTS AND FOR STRATEGIC PLANNING TO MAXIMIZE EFFECTIVENESS.	
1.13.4 Education & Outreach/D. Oliver	NONE	NONE	EO-1	N	THIS GOAL FORMALIZING THE OUTREACH AND EDUCATION COMPONENT OF BROADER EFFORTS IN ALL POLICY AREAS. THROUGH EFFECTIVE EDUCATION AND OUTREACH EFFORTS, PUBLIC BUY-IN NECESSARY FOR THRESHOLD ATTAINMENT	NONE	EO-1.5 CONSISTENT MESSAGING: CLEAR, POSITIVE, ACCURATE, PROFESSIONAL, CONSISTENT MESSAGING IS ESSENTIAL TO FOSTER PUBLIC SUPPORT FOR THE AGENCY AND ULTIMATELY LAKE TAHOE ENVIRONMENTAL STEWARDSHIP. THIS CONSIDERATION WILL BE THE OVERRIDING CONCERN AND FOCUS OF THE PUBLIC EDUCATION	N	THIS POLICY HELPS KEEP EFFORTS FOCUSED ON CORE MISSION OF THRESHOLD ATTAINMENT.	NONE

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					IS REALIZED.		ELEMENT.			
1.13.4 Education & Outreach/D. Oliver	NONE	NONE	EO-1	N	THIS GOAL FORMALIZING THE OUTREACH AND EDUCATION COMPONENT OF BROADER EFFORTS IN ALL POLICY AREAS. THROUGH EFFECTIVE EDUCATION AND OUTREACH EFFORTS, PUBLIC BUY-IN NECESSARY FOR THRESHOLD ATTAINMENT IS REALIZED.	NONE	EO-1.6 COLLABORATIVE MESSAGING: INTER-AGENCY COLLABORATION AND COOPERATION WILL BE A KEY CHARACTERISTIC OF THE AGENCY'S PUBLIC EDUCATION AND COMMUNICATIONS EFFORTS. TO PROVIDE THE MOST CONSISTENT AND EFFECTIVE MESSAGING POSSIBLE, THE TAHOE REGIONAL PLANNING AGENCY WILL OFFER COMMUNICATIONS AND MARKETING SUPPORT SERVICES TO PARTNER AGENCIES AND ORGANIZATIONS RELATIVE TO COLLABORATIVE EFFORTS AND ISSUES. THE AGENCY WILL AGGRESSIVELY SEEK PUBLIC OUTREACH GRANT FUNDING AND PROVIDE STAFFING AND GENERAL FUND RESOURCES TO ASSIST IN THIS	N	IT IS IMPORTANT THAT AGENCY AND PRIVATE PARTNERS HAVE A CONSISTENT MESSAGE. THIS COLLABORATION HELPS TO ENSURE THIS.	NONE

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1.13.4 Education & Outreach/D. Oliver	NONE	NONE	EO-1	N	THIS GOAL FORMALIZING THE OUTREACH AND EDUCATION COMPONENT OF BROADER EFFORTS IN ALL POLICY AREAS. THROUGH EFFECTIVE EDUCATION AND OUTREACH EFFORTS, PUBLIC BUY-IN NECESSARY FOR THRESHOLD ATTAINMENT IS REALIZED.	NONE	EO-1.7 EXTERNAL FUNDING: FUNDING FOR PUBLIC EDUCATION AND COMMUNICATION MATERIALS WILL BE ACCEPTED ONLY FROM IMPARTIAL, APOLITICAL SOURCES AND SHALL BE USED TO PRODUCE OBJECTIVE, EDUCATIONAL AND INFORMATIONAL PRODUCTS ONLY.	N	POLITICALLY MOTIVATED MESSAGES BY PUBLIC ENTITIES ARE PROHIBITED AND INAPPROPRIATE.	NONE

Alternative 3 – Education and Outreach Goals, Policies, and Implementation Strategies

Alternative 3 -- EDUCATION AND OUTREACH (the Education and Outreach Subelement is new, and as such, Alternative 3 would be the same as Alternative 2)										
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Alternative 4 – Education and Outreach Goals, Policies, and Implementation Strategies

Alternative 4 -- EDUCATION AND OUTREACH (same as Alternative 2)										
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