

1.13.4 Education and Outreach Subelement

There are no goals, policies, or implementation measures specifically related to education and outreach in the 1987 Regional Plan. However, TRPA maintains a communications and public-information staff and a strategic communications program. Communication and public-education products are designed both to inform target audiences and to foster environmental stewardship in support of TRPA’s mission and, ultimately, attainment of thresholds. Public-education tools are used to promote transparency and openness to the community. These tools include a wide variety of media, ranging from news media, the Internet, newsletters, and brochures to public lectures, workshops, and research.

Alternative 1—Continuation of Existing Regional Plan

Under Alternative 1, TRPA’s existing informal education and outreach program would not change.

Alternative 2

Goals and Policies

Under Alternative 2, TRPA would formalize its existing education and outreach program. A new goal would be added to the Education and Outreach Subelement to foster a greater understanding of TRPA programs and initiatives and, as a result, greater support for environmental stewardship of the Tahoe Region.

Seven associated policies would require TRPA to produce information products in a collaborative, apolitical manner crossing multiple information disciplines. The policies also would endorse the use of public opinion monitoring. The global intent of these policies is to increase understanding and support for the agency’s initiatives and environmental stewardship that contributes to environmental thresholds.

Implementation Measures

There would be no regulatory code related to education and outreach; the above-stated policies would guide TRPA’s management practices and strategic planning efforts.

Alternative 3

Goals and Policies

The goals and policies under Alternative 3 would be the same as those proposed for Alternative 2.

Implementation Measures

There would be no regulatory code related to education and outreach; the above-stated policies would guide TRPA’s management practices and strategic planning efforts.

Alternative 4

Goals and Policies

The goals and policies under Alternative 4 would be the same as those proposed for Alternative 2.

Implementation Measures

There would be no regulatory code related to education and outreach; the above-stated policies would guide TRPA’s management practices and strategic planning efforts.