

Notes from first outreach strategy creation meeting

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Partnership piece?

How will everyone in partnership work together to deliver message and what is that message (s)?

All trying to work together more effectively and trying not to duplicate efforts

Key outcomes of this Public Engagement?

Increased awareness (of people in Benton County who can affect the status of invasives spp in Benton Co)

What species, what to do (to deal with or avoid spreading inv spp)

1. Very broad messages
 - a. How to
 - i. Avoid spreading
 - ii. identify
 - iii. Report
 - iv. Remove
 - v. Hire contractors
 - vi. Access grants

Potential audiences (people who have control over movement/status of invasive species)

2. Private landowners (message: know the weeds and what to do)
 - a. Urban residential
 - b. Rural residential
 - c. Small acreage owners
 - d. People who generate income off their lands
 - i. Farmers
 - ii. Foresters
 - iii. Small woodlands owners
 - iv.
 - e. Gardeners
 - f. Land managed for groups
 - i. Church groups
 - g. Businesses
3. Recreationalists (message: clean your gear)

- a. Hikers
 - b. Walkers
 - c. Dog walkers
 - d. Joggers
 - e. Bikers (road and mountain)
 - f. Fishermen
 - g. Hunters
 - h. Horse riders
 - i. ATV users
 - j. Campers
 - k. Boaters
 - l. Other vehicle users?
4. Professionals/workers/manual laborers (message: know the weeds and what to do?)
- a. Parks and Rec maintenance
 - b. Public works
 - c. Road crews
 - d. Landscapers
 - e. Forestry contractors (Like Integrated resources Management, etc)
 - f. Weed control contractors
 - g. Gardeners (for hire)
 - h. Cemetery maintenance workers
 - i. BPA, other utilities workers
5. Schools
- a. K-12
 - i. Students
 - ii. Teachers
 - iii. Admin
 - iv. Groundskeepers
 - b. University
 - i. Students
 - ii. Teachers
 - iii. Admin
 - iv. Groundskeepers
 - c. Private & public schools, other?