

Control of Blue Gum Eucalyptus in Coastal California Workshop
 Coastal Training Program
 Elkhorn Slough National Estuarine Research Reserve

Eucalyptus Removal and Control
Building Community Support

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Building Community Support

Eucalyptus Removal and Control
Two steps forward, three steps back...

Would you like to see the **Other Coast** cartoon in your local paper? Write the Editor!

STRATEGY
Developing Community Engagement Goals

What Are Your Goals?

- Outreach

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- Public Education


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What Are Your Goals?

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- Public Participation


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STRATEGY
Things to Consider




- Understand historical and recent stakeholder concerns
- Develop a timeline and plan
- Establish community relationships
- Investigate other possible resource concerns
- Become familiar with local projects

STRATEGY
Finding the Right Words...What to Convey...




- Identify core "message" and rationale of project
- Define communication elements of project and create plan for outreach


PUBLIC OUTREACH
Getting the word out ...



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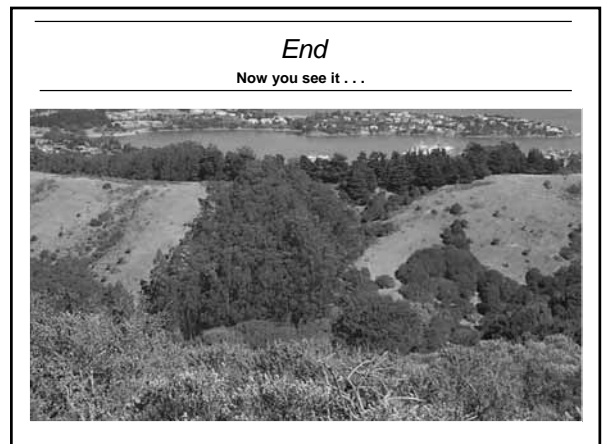
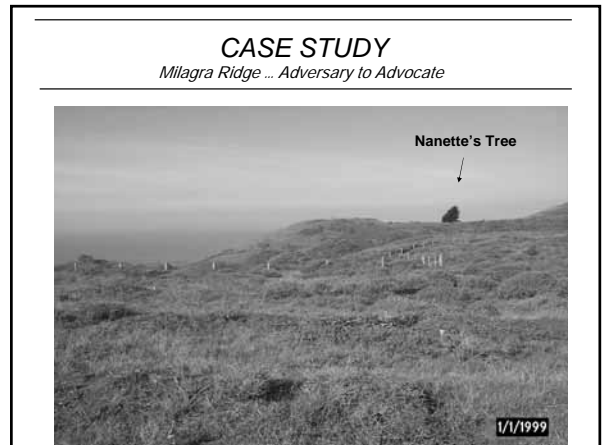
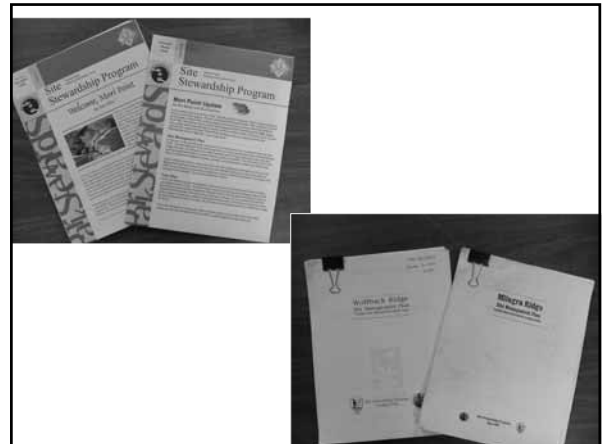
PUBLIC EDUCATION
Understanding the issues and building trust . . .



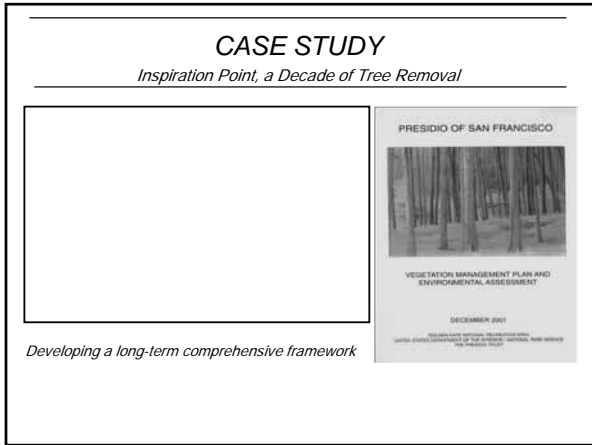
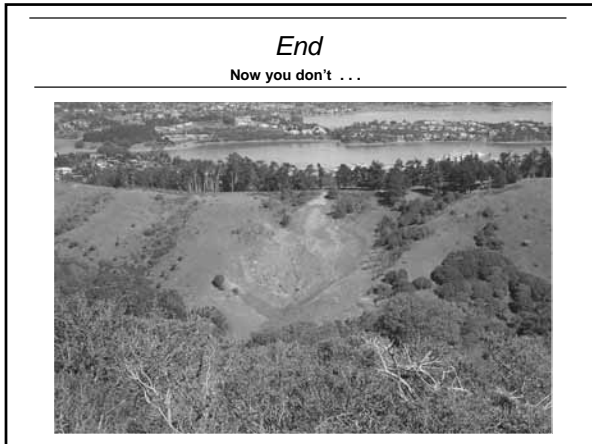

Towering Pampas Grass
 3 \$33.99
 (each)

Who wouldn't be confused?!

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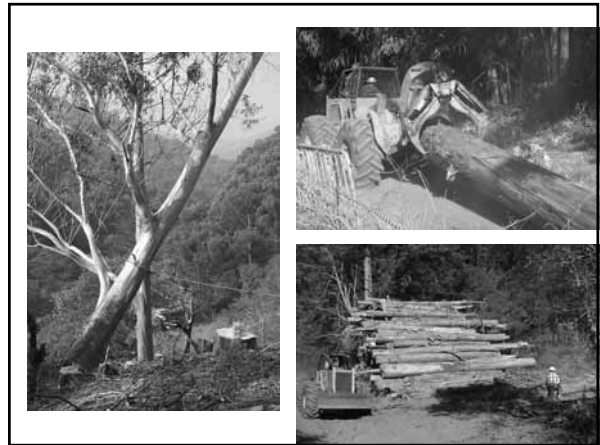


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STRATEGY
Defining Your Approach...



STRATEGY
Choosing Your Tools...

